



HOW TO MAKE MONEY WITH VIRTUAL REALITY

WHAT 4 YEARS IN THE LOCATION-BASED VR
INDUSTRY HAVE TAUGHT US



Exclusive distributor of VEX VR attractions in North America

MINIGUIDE

THE VEX JOURNEY

We started VEX by running our own leisure center and discovering the hardships of operating VR on a day to day basis. With all that garnered experience we understood that location-based virtual reality (LBVR) could (and should) get better so we decided to work on it.

We developed the **VEX Adventure** to overcome the shortcomings of the LBVR industry of the time. We needed to improve the tedious operation in our VR arcades as well as provide an unbelievable experience to our own customers. We knew VR could be more than a classic arcade experience but no other solution at that time truly took advantage of it.

When the attraction became operational in our center and we saw the added value it brought to our arcade we decided to share our experience with other operators. We polished it, packaged it and we brought it to market. This was the beginning of **VEX Solutions**, the company division dedicated to turnkey attractions for leisure centers.

In the following weeks, the **VEX Adventure**, an unforgettable experience triggering all the senses in a compact free-roaming environment, became public. One year later, we released the **VEX Arena**, our take on what an affordable, modular free-roaming attraction with high throughput should be.

In this paper we decided to share our experience to newcomers and veterans alike. We started as VR operators in a small arcade, we are now running the biggest VR franchise in Belgium and ultimately we became the world leader in hyper-reality by selling our attractions around the globe. This gives us a unique perspective on the market. In the next pages, you will find tips, tricks and advice only a day to day operator of over 4 years can give. We surveyed customers from around the world on what their experience with VR and with VEX's products was and all this information is available in this ebook. We hope this can inform your decision on how to grow your business with VR.

The VEX team

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1.

WHY LOCATION-BASED VIRTUAL REALITY?



There are many activities to choose from, so why go for **Location-Based Virtual Reality (LBVR)**? In this section we'll break down common misconceptions about virtual reality to understand where the technology actually stands at the moment.

We learned valuable lessons from operating our own VR Arcade over the last four years and we want to share what can make or break a successful VR implementation.

Finally, we'll be tackling essential questions that every soon-to-be owner of a VR attraction should ask themselves before deciding on one.

1.1 The 5 most common misconceptions about VR

You've probably been hearing a lot about VR lately, it's been a hot topic for a few years and oftentimes people have been influenced by bad or old experiences in VR. The technology has since greatly evolved and those misconceptions about VR are mostly not applicable today, especially in a location-based environment.

It will make you sick

According to Dr. Thomas Stoffregen from the University of Minnesota, anywhere from 40 to 70% of people feel the incidence of motion sickness after only 15 minutes in VR. The biggest factor to take into account while talking about VR sickness is the motion. If your character is mov-

ing in the game but you stay static in real life (for example, if you are tethered to a PC) your internal ear might feel a disconnect between what it is sensing and what your eyes are seeing. It is these different signals that can make you dizzy, just like when you try to read in a moving car.



The best way to avoid this situation is by matching the movement in the virtual world with your movement in the real world. If you use an untethered VR standalone headset, you will be able to explore in VR without the need to stay im-

mobile in a small area, this technology is called free-roaming VR. VEX Solutions knows it and designs attractions that use these technologies and let you move around in your environment while providing a motion sickness-free experience.

VR doesn't make you sick, but bad VR content can

It is finicky

While this might be true when you are trying to set your own VR headset by yourself at home, you can now find turnkey attractions that answer the needs of operators around the world. You don't have to think about which cable goes where when the whole attraction is delivered, installed on location and ready to be operated right after.

Top VR attractions offer a turnkey experience with easy-to-use software. Some manufacturer like VEX go the extra mile and provide guides and tools to facilitate the operation. The games are tailored-made to get players right in the action without losing time and, usually, the experiences will be easy to launch at the press of a touchscreen.



VR remains a high-tech technology, but turnkey solutions exist to simplify the life of operators

It has no replay value

VR is a completely new way to experience entertainment. While, before, you would be stuck with a laser game maze forever, with a VR attraction you can change it into a playground, a laser game, an escape room at the press of a button, the imagination is the limit. Let's not kid ourselves, though, you will get customers that are simply curious about virtual reality to try it once.

It is our job, then, to make sure they come back. You can achieve that in multiple ways: you can provide unique high-quality experiences and bring new content regularly, this will attract customers all year long. Anchor attractions, like the VEX Adventure, are great for that. Or, you can decide to go for the addictive and competitive



aspect. With competition, you get repeat plays simply because customers want to be the best and get better. With the competitive VEX Arena, game after game, you're trying to get the highest score like you would in an arcade machine.

**With an infinite number of possible virtual worlds
VR allows great replayability**

It takes a lot of space



While some attractions do require an absurd amount of space (+300 m²), many solutions can fit in smaller locations. The first free-roaming VR attractions were trying to reproduce laser games on huge areas which led to a small revenue per square foot.

With VR, you can do way more with less space, you simply need to be smart about it. The VEX Adventure, for example, is the only compact free-roaming turnkey attraction that lets you take an elevator that, with a custom-made

vibrating floor, actually feels like you're going up (or down!). With clever gameplay tricks you can make a small area way bigger in virtual reality and optimize your revenue per square meter.

**It all depends on the selected attraction
but there are very compact systems with high ROI/m²**

Classic VR is dead

Playing attached to a static computer has still its use. While the appeal of classic VR has recently been shadowed by the advent of free-roaming and hyper-reality, it doesn't change the fact that the old way of doing things still makes revenue. It will attract curious people coming into your center due to its lower price point.

We surveyed people coming out of a "Classic" VR Arcade and for 76% of them, this was their first VR experience. Actually, the VEX Arcade is a great stepping stone for other, unique experiences in VR. Customers can get a feeling of what this new technology is about and will be more inclined to try the better ones available.

Although "classic VR" tends to age, it is still a profitable investment today

All in all, you can see that the technology and the VR attractions are at a point, now, where all those past misconceptions can be brushed off easily.

The importance lies in the choice of a great LBVR attraction.



1.2 What operating a VR arcade for over 4 years has taught us

Now that we can discard those misconceptions, let's talk about what you **should** take into account while thinking of LBVR. This is knowledge learned through our own experience, operating a VR Arcade for 4 years. As explained previously, we started as operators in 2017 with our own VR arcade. Now, we own multiple franchises and have become a global manufacturer of top of the line Hyper VR attractions around the world. We learned valuable lessons, and we'll share some of them below.

Operation, operation, operation!

Operating VR can be tedious. Believe us, we know it. We started our arcade more than 4 years ago by offering multiple VR boxes where people could immerse themselves in VR alone or with friends. In order for our customers to have a great time our operators needed to know the controls, the games, the mechanics, and more time-consuming elements that required heavy training. Soon, one operator wasn't enough and many minutes were needed for only a few customers. With that in mind we started developing our own attraction tackling this specific issue.



After many iterations and more than 6 months in development, the VEX Adventure was born. A turnkey solution that doesn't need any game master to walk you through it. The difficulty

adapts automatically to the players to make sure they stay on a schedule, the operation is quick thanks to custom-made charging stations and launching experiences has never been easier through a simple touchscreen. For a 30 minutes session, the operator only needs 5 minutes to launch players in and take them

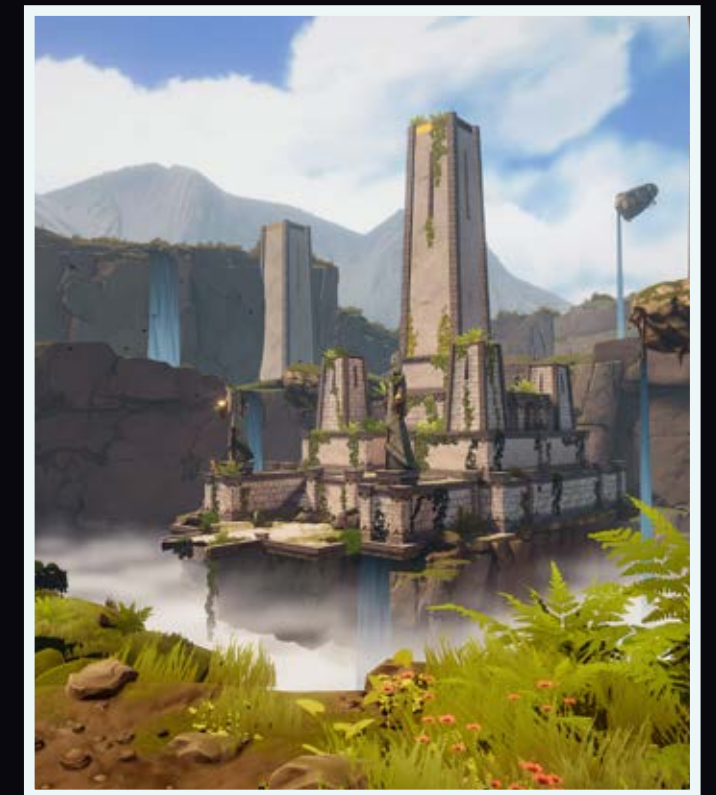
out. This is important when you want to keep a constant flow of customers and a low operation cost. In addition to remote support, VEX Solutions provides learning materials and manuals for all of its attractions. At the end of the day, you will get more time to satisfy your customers and take care of your business.

Don't be afraid to charge more!

Be confident in the experiences you offer. On the VEX Adventure, you have a throughput of 18 to 36 people an hour. A great misconception is that throughput is king in the entertainment business but it's not true, the quality of the experience and the revenue generated are.

When you provide a full and complete experience that leaves customers fulfilled you can charge more. If you decide to have a unique experience like a VEX Adventure, charge appropriately. Take paint-ball arenas and escape rooms as examples, because they offer more, customers are ready to pay more.

Besides, for centers that don't have a lot of foot traffic it's also easier to fill 18 players per hour than, let's say, 50. Out of all the VEX Adventure's players more than 41% come back multiple times, and 14,5% come more than 4 times!



Unique experiences matter

Early in the process, we decided to design attractions that would take people out of their homes. Indeed, why would they come out to play VR in a dedicated center when they could just play at home? In the last years, 59% of our customers have come at least twice to our center,



of all those repeat customers 12,6% came back more than 5 times, bringing friends and family with them each time since VR is highly social.

When asked what was the main reason for coming back, the most common answer was “the unique experiences”. It is that simple, when

you make a lasting impression on your customers they talk about your center to their friends and family and they come back to try the updated content or improve their score. The adrenaline you get when you feel the bite of a zombie on your back or when the floor below you is shaking because a huge monster is slowly walking towards you in the VEX Adventure simply isn't achievable anywhere else.

Keep your staff engaged and show your customers what they're paying for!

After a few months of operating VR, we quickly understood the importance of knowledgeable staff members. We ask all our new hires to play the attractions multiple times and try any new content in order to become true VR evangelists. If they know what the customers will pay for, they can advise them on specific games or experiences depending on their needs. In turn,

your customers will get more satisfaction and this increases the chances of them coming back.

Lastly, you will have customers that have never tried VR. You don't want them to guess what VR is like, so show them. This is why VEX's attractions are open and attractive, it lets customers see others having fun inside the experience. We add spectator screens because we know it mat-

ters to understand what the players are doing in virtual reality. When, in addition to all of this, you have a light and sound show with a sleek design, the attractions grab the attention of customers passing by. This, combined with great staff will do wonders to the attraction's occupancy.

This is all from our own experience but what LBVR attraction is right for you?



1.3 Four questions to ask yourself while looking for an LBVR attraction

There are many different types of location-based virtual reality (LBVR) attractions available on the market. While looking through all of them, it can quickly become overwhelming. You will find below the key factors that you need to consider and the following questions will help you before diving in.

What is your audience and where do they come from?

This might sound basic but this is really important to think about.

- If your audience mainly comprises kids and families, maybe you want to explore a new market or, on the contrary, you want to boost their attendance by looking at high throughput attractions, like the VEX Arena. It will perfectly match the needs of birthday parties and other events.

- If you have less foot traffic but your customers are ready to pay more, you'll want to provide them with top of the line entertainment, a memorable experience.
- And, if you're located on the outskirts of a big city, maybe you're looking at attracting people from farther away, you'll need something really unique to make it worth the drive by combining different experiences.



The answer to that question will already give you a better idea of what attraction will be the best fit for your center. Are you looking for throughput that will let you organize birthdays and events? Are you looking for a unique experience that will attract new customers? Maybe both?

If you're not sure what your customers are looking for you can always request the VEX's Market Study template on our website. We will happily share all the materials needed for you to run your own market study in order to determine what is your audience and its interest in Virtual Reality.

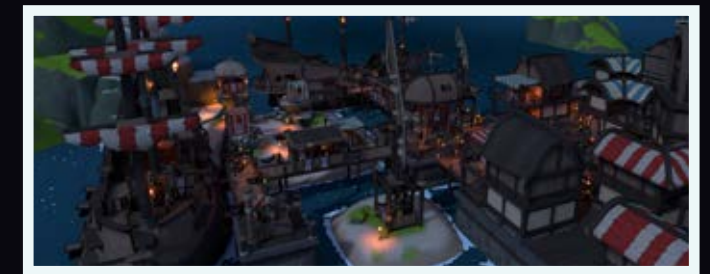
Are you willing to compromise on quality?

You will find many suppliers of VR attraction during your research. Don't go for DIY solutions with a bunch of different components and pieces of software stuck together. Choose a supplier that produces and controls the quality of its entire solutions themselves. You want your turnkey solutions to make sense as a whole attraction.

The quality of your attraction will also be determined by its game offering. Contrary to popular belief, you don't need a huge number of games to make more money. **What you need to be on the lookout for is the quality of the experience.** To this day, many VR experiences from suppliers, even top-seller ones, offer sub-par experiences. Why would a customer pay

and come again if what they already paid for was bad or if they found better elsewhere?

Quality is also paramount because it unconsciously reflects on your center's quality. If your customers experience bad operation, bad graphics or just boring gameplay, you will get their money once but their experience will be tainted and they will have a negative image of your center.



How automated do you want your attraction to be?

The LBVR market is exploding and you can find attraction on a wide spectrum. From coin-operated to gamemaster-operated attractions, you will need to make a choice. Do you want a done-and-forget attraction, where people come in, put their money, play the experience and leave? Or do you want an attraction that requires a game master the whole time, one or even multiple operators per session? Coin-operated attractions bring in a non-negligible

amount of money but they're usually basic experiences that don't attract a crowd. Fully staffed attractions offer something different but it's hard to make it worth your while when multiple operators are needed, even for small groups.

The answer, then, probably lies in that spectrum. An attraction automated enough that it doesn't require an employee at all times but not so fully automated that it loses its appeal.

Why are anchor attractions needed?

Since virtual reality is still new in the mind of many customers, having a great VR anchor attraction will always be a good move for businesses. It won't cannibalize your other activities because it will bring a completely new crowd through your doors. In fact, out of all the VEX Adventure's players 67% came to that facility to try it specifically. Once those new customers are introduced to your business, they will spend money on your other activities which will make the global ROI even higher.

Even if it's a smart step in the right direction, having an anchor attraction is not the be-all and end-all of a successful VR implementation in your center. Actually, having multiple VR activities in the same business is a great way to



ensure each of your VR attractions maximizes its revenue feeding off each other. In our own leisure centers we see that 43% of people who try the VEX Arcade will pay for a VEX Adventure.



2.

HOW TO MAKE MONEY WITH VIRTUAL REALITY



Ok, you have made your choice or you at least know where you're headed with your LBVR attraction. Now, how do you make money with it? Despite what many attraction manufacturers may say, VR is not a magical activity that will bring tons of revenue on its own. Sure, it's highly attractive but you will need to work to make sure this new activity thrives in your business.

2.1 How to launch and market a Virtual Reality attraction successfully

In a market where you're competing with all the entertainment options, you'll need to make sure the launch of your new activity leaves a mark on your customers. Here are multiple tips to take into account in order to maximize your revenue at launch and even further.

Marketing, marketing & marketing

First and foremost, you'll need people to know you are adding a new activity to your center and this will mainly be done through an effective marketing campaign. You have different marketing solutions at your disposal depending on your location, target and budget. Launching ad campaigns through social media, for example, will be a sure bet. Even a low-budget but well-targeted ad will do wonders.

You could also bring back customers by sending them personalized emails. You probably already have an email list from all your current customers but if it's not the case you should start building one today. With VEX Solutions' attractions, customers register their contact details that you can later use for email campaigns, birthdays, etc. In return, they get an enhanced experience while playing: they see their nickname above their avatar in-game as well as get emails with their score and new ranking once the play

session is over. This is all automated and you get those pieces of data and customer follow-up effortlessly.



Keep your staff engaged

This is maybe the most important decision you can take regarding the profitability of a VR activity in your center: how is it going to be operated? To maximize your revenue you have multiple key factors to take into account.

You want your whole staff to love the experience in order for every employee to be able to praise the attraction highly. They need to become true ambassadors of your activity through personal and authentic recommendations to your customers. To ensure this, let your employees play for free whenever they want to (outside of working hours, of course). You can even go as far as offering free tickets to play with their friends and family members.

Likewise, you want your employees to feel good about operating your VR attraction. This way, you'll avoid situations where staff members might discourage customers from a specific attraction just because they don't like operating it. This can often happen if the attraction is not maintained well enough, if the staff was not properly trained for its operation or if the operation is simply tedious.

In conclusion, let your employees learn to love the attraction to facilitate its operation and push sales through personalized recommendations. VR is still new to some and there are people who will need to have their doubts cleared to make the jump.

Word of mouth

For smaller groups, and to entice the word of mouth effect, you can bundle your new attraction with already well-established activities from your center. If you own a bowling alley, packaging one bowling game with one discounted session in VR is a great way to entice people to take that first step. Then, the attraction and the word of mouth will do their job bringing other customers in.

We asked more than 6000 people how they learned about the existence of the specific leisure center they just visited and 50% answered through word of mouth. This is not a miracle, it all has to do with the kind of experiences those businesses offer. In this case, they all had VEX attractions. When your customers come out of your attraction with the biggest grin on their faces plus that WOW feeling, you know they enjoyed themselves. When you provide unforgettable experiences to your customers, they talk about it in



their circles and you get new and repeat customers every day. Out of every VEX Adventure player surveyed more than 95% of them recommend it to their friends and relatives.

Groups and corporate events

Being a social experience at their core, VR attractions like VEX's, are a great fit for birthday parties and group events that will fill them in no time, even more so with esports attractions that are appealing to kids and gamers looking for competition. Nevertheless, you shouldn't overlook the importance of corporate events to

fill the occupancy during off-peak hours.

To grab these groups and events, offer attractive rates and above all make it an easy process. If you just "let it happen" this will generate some revenue for sure but if you promote your offers and if the process is easy to follow, this is how you will maximize your profit through that avenue.

These groups coming for your anchor attraction will spend money on other activities, beverages and food boosting once again the ROI of your attraction.

Groups and corporate events will undoubtedly increase profitability and are in no way to be overlooked!



Keep your attraction busy

Last but not least, **keep your attractions busy**. In Belgium, we call this the "Waffle Effect" (yes, really). Basically, when you're in a street during the day and you can smell waffles baking

near you, you will start salivating and you'll soon succumb to their tastiness. Damn you, Belgian waffles! In other words, when customers see people having fun inside an attraction, it's easier for them to relate it to the enjoyment they might have if they tried it. In turn, and in combination with great staff recommendations, they are more inclined to go for it.

The waffle food trucks will cook, even if they don't have customers, just to get the smell in the street and attract new clients. Like them, at the start of the day or if it's a slow one, you can offer discounted games or put your own staff in the attraction, spectators will agglomerate and you'll get a queue the whole day.

Like the Belgian waffle food trucks, keep your attraction busy in order to attract customers that will bring you real money!



2.2 How to create repeat plays and return customers?

As you already know, the difference between a successful business and a thriving one is return customers. Usually, when a customer comes a second time, they won't be alone. This is especially true with most VR solutions that are built for social experiences. Actually, 63% of VR customers come in groups of 3 or 4 players. The question then becomes, how do you make them come back?

Create lasting memories!

An easy way to do that is by finding anchor attractions that have that “wow” effect leaving customers astonished by the unique experience they had. You want your customers to ask for more after finishing their allotted time. This is done by choosing a top of the line attraction such as the VEX Adventure which combines free-roaming with special effects giving an amazing experience non-reproducible at home. To give you an idea, coming out of the VEX Adventure, 89% of players want to try it again right after.



Engage in competition through eSports...

| RUSH 7 | | | VEX ADVENTURE ZOMBI CONTEST | | |
|-----------------------|-----------|--------|---|------------|-------|
| BEST INDIVIDUAL SCORE | | | PLAY & WIN AMAZING PRIZES | | |
| ONGOING CONTEST | | | ENDING ON OCTOBER 31 11:59 PM | | |
| | | | First place : VR HEADSET Second place : Smartphone Third place : Smartwatch | | |
| RANK | PLAYER | SCORE | RANK | PLAYER | SCORE |
| 1 | MINIBOSS | 51 739 | 6 | ARNAUD84 | |
| 2 | SNAKU626 | 28 481 | 7 | RAAAAH88 | |
| 3 | TRIKTI313 | 22 728 | 8 | JUJU22 | |
| 4 | GETEN | 21 672 | 9 | LINK | |
| 5 | JAMIZ701 | 21 400 | 10 | MLDCMX1806 | |

We'll talk more in-depth about esports in the following section but it's important to mention it here since we're touching on repeat plays. If you have a competitive experience in VR, you already have the major pieces set up. You just need the infrastructure next to it to host contests easily, like VEX's included system. That way, you'll bring new customers in and you'll grow your exposure. Provided that the experience is fun, addictive and competitive those customers will come back to get better or try to win the prizes.

...and keep your customers engaged!

An efficient way to make your customers return is to keep them informed about your deals, tournaments and your business in general. Launching ad campaigns on social media and sending them emails will keep you on their minds.

The key here is to maintain engagement and not let them forget about you. All of VEX's attractions include data collection, social media sharing and client management software in order to provide the best integrated client experience possible. This gives you the opportunity to target specific audiences and market your business efficiently.



3.

THE FUTURE OF LBVR

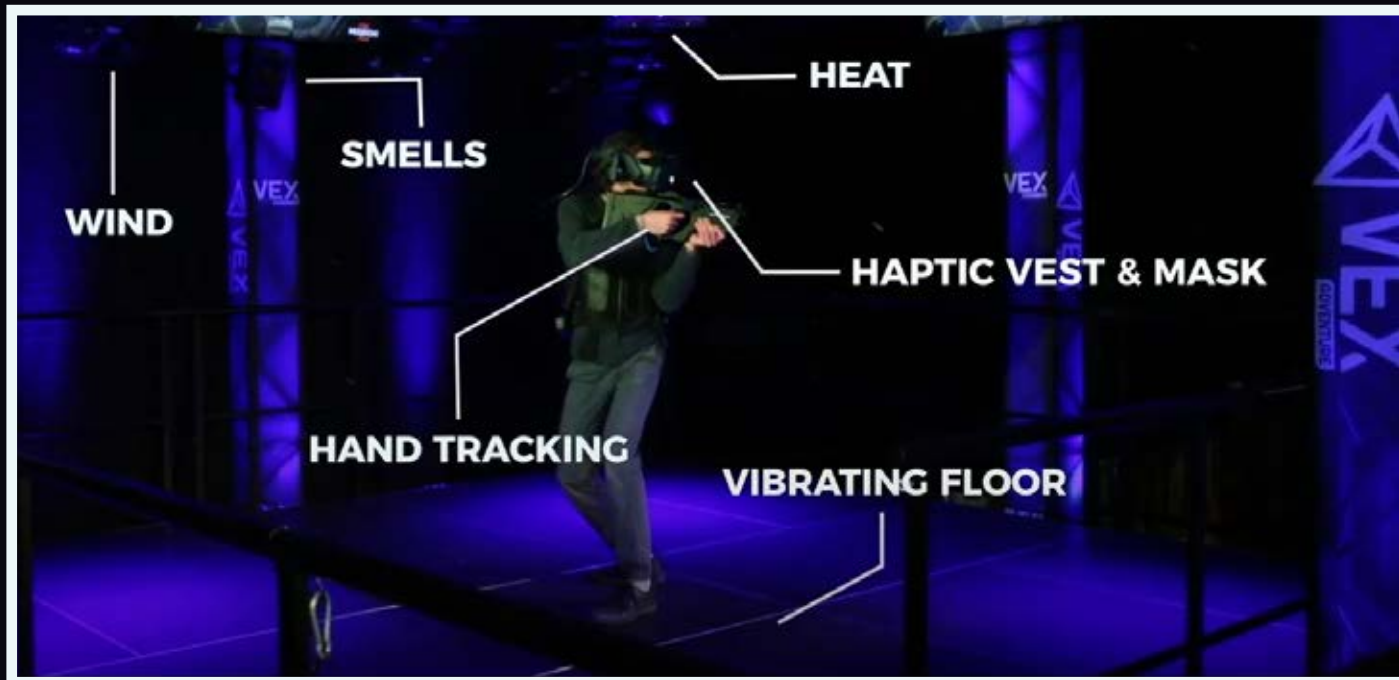


Everyday, we see new and old customers come and try this new form of entertainment but where is it all headed? A trend that has been around for many years and that is quickly breaking into VR is esports and you should be on the lookout for its fast growth.

With the ever-evolving demands of the market, lots of operators are looking at highly immersive activities to bring people back inside entertainment center. Many are turning to already proven hyper-reality attractions that give experiences unachievable at home!

3.1 Is Hyper-reality on track to replace classic VR?

VR is not the anchor activity it used to be 4, 3, or even 2 years ago. The same way home consoles replaced the arcade games in the '80s, affordable standalone virtual reality headsets are rapidly appearing in every home. VR, alone, is not cutting it anymore and operators around the world are slowly switching to experiences customers won't ever be able to reproduce at home, mainly turning to hyper-reality.



What is Hyper-Reality ?

Hyper-reality adds new dimensions to your entertainment offer. In addition to the amazing virtual worlds you can explore in VR, you now have the ability to roam those freely, you get to feel the environment around you with haptic feedback and you have that sense of presence thanks to hand recognition. Wind, heat, and even scent will supplement all your other senses. The most advanced attractions, like the VEX Adventure, add a vibrating platform giving a completely new meaning to "shaking in your boots". This kind of premium sensory experience is the future of VR entertainment.

An experience to remember

A successful hyper-reality implementation attracts completely new customers coming from farther away just to try these unique adventures. In an arcade we surveyed, over 65% of players trying hyper-reality admitted they came to that venue specifically because of the different experience it offered. The best part is, 40% of those players have come back to try the attraction again!

In hyper-reality you're not -just- playing games. You are living them and feeling every moment of those. If a zombie attacks you from behind you get hit with haptics feedback, if you are in a cave, you can smell it. All these sensory additions make for a complete experience instead of "just" a game that you play and forget right after. You create meaningful memories in your guests' minds that players will want to relive by trying it again.



Pricing your activity accordingly

You can already understand why operators around the world are slowly thinking about adding those experiences. But, we haven't even touched upon one of the biggest draw of hyper-reality for businesses : its pricing.

Hyper-reality brings new crowds, converts those newly attracted guests in repeat visitors and, additionally, is priced above most basic VR attractions (without free-roaming, 4D effects,

etc.) In fact, a VEX Adventure, which has a similar throughput to most classic VR enclosure can be priced as high as twice as much per session.

This all goes back to another point we highlighted earlier in the ebook, the quality of the experience matters! If you can justify the price increase in comparison to more basic games, the experience of hyper-reality is a no-brainer to spectators.

An hyper-reality success story



VEX has been a pioneer in Hyper-Reality for 4 years. To be honest, when we started selling it 4 years ago, the VEX Adventure was probably ahead of its time. It was the only LBVR attraction combining haptics, 4D effects, an exclusive vibrating floor and true, complete adventures. But, to this day, it is still the best selling hyper-reality platform in the out-of-home entertainment business that has a proven and successful track record to back it up.

If, in Belgium, we were able to grow and flourish in an extremely competitive market (over 40 VR arcades in our small country), it is because we had something different to offer.

Now, as the market slowly shifts towards more immersive experiences, we realize that the gamble we took four years ago was a great one. We are now standing at the forefront of innovation and we are committed to continue spearheading the LBE hyper-reality industry, as can be seen with our recent release of the VEX Adventure 2.0.



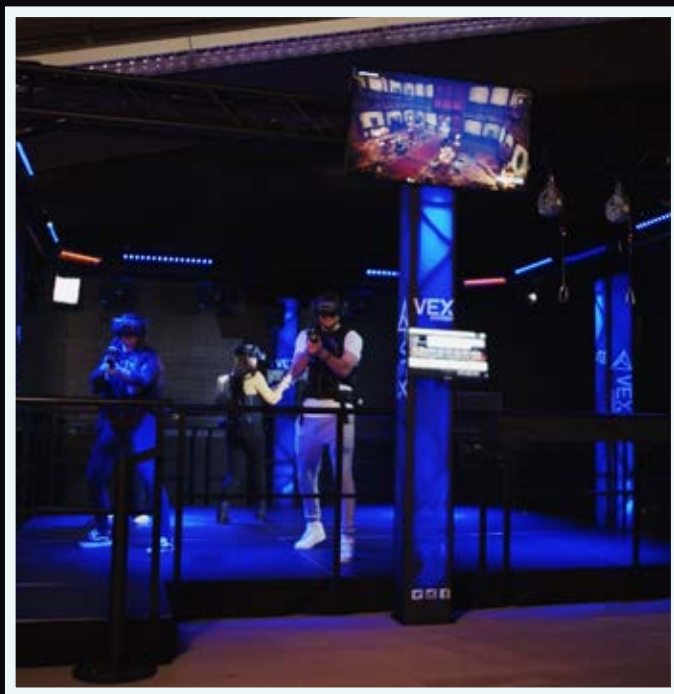
3.2 How can you take advantage of VR + Esports to benefit your business?

Have you already thought about adding an esports segment to your business? Esports re-groups the different kinds of competition involving video games and it might be the fastest-growing phenomenon in entertainment around the world. Almost half a billion people interact with esports annually while the revenue from this industry keeps growing, exceeding 1 Billion \$ in 2020 and expected to double by 2022, surpassing Formula 1 or UEFA Champions League revenue. Esports can clearly benefit your business by attracting new customers but how can you take advantage of it?

Leaderboards and tournaments

The biggest parts of esports are the competition, the social aspect, and the prizes. Start by hosting local tournaments that will draw new customers and increase your exposure. They can be day-long or even week-long endeavors for your center.

The VEX Arena lends itself perfectly to this task since it was designed with esports in mind. With its included leaderboard, it's easy to see who is the best player of the day, week, month or even year. Moreover, considering those leaderboards can easily be implemented on your website, they're conveniently sharable which creates competition between players, and, in turn, boosts the repeat plays of the attraction: of all the VEX Arena players, 40% come back for more.



Put the sport back in esports with free-roaming!

With the addition of **free-roaming technology**, which lets you move around freely while exploring your virtual environment, players will have to walk around to move inside the game.

With the modular VEX Arena, your customers will battle each other on a free-roaming area that starts from a compact 16m² up to 100m² for 10 players. This represents less than a quarter of your typical laser game maze. But thanks to our VR design we transform this compact play area into a 2500 m² virtual play area !. Moreover, VEX Arena doesn't require tedious and heavy equipment to be enjoyed

to its full capabilities, just put your autonomous headset on and you're in the game. **The younger audiences can now enjoy the Virtual Reality possibilities!**

Where there is competition, there are prizes and spectators. A well-implemented esports activity is shared with friends, that's why all of VEX's attractions include a spectator view of the current game to engage the onlookers as much as the players. The prizes will draw new audiences that wouldn't have tried your activity otherwise. Those two major factors add to the global appeal of the whole activity.



Combining esports and adventure?

There are multiple ways to take advantage of esports to benefit your center. First of all, you don't need to have a player vs player experience to have an esports activity. In fact, the earliest esports started with arcade machines in the seventies. At this time, getting the highest

score was the holy grail. With the help of the VEX Adventure leaderboards, teams of players can confront each other in order to get the best score while keeping the thrilling and memorable experiences the VEX Adventure offers.

Take your esports arena out for your events!

Why wait for customers to come to you when you can directly engage with them by moving your arena where the competition needs to happen like public, private or corporate events. Just like esports is not only about playing in certain places, our VEX Arena VR esports attraction can be moved for events!

With the special mobile version of the VEX Arena, you can easily transport and set up

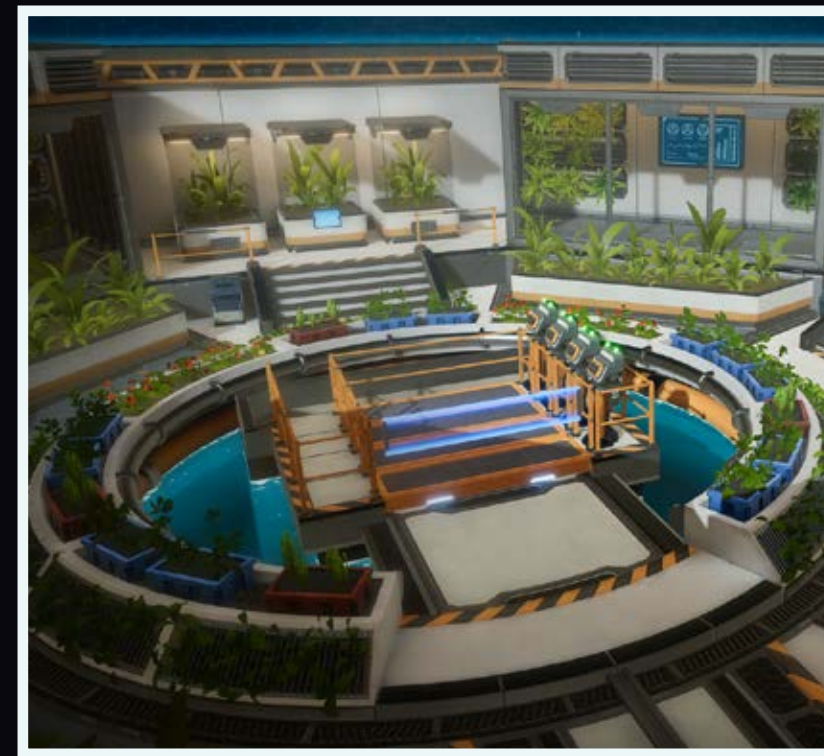
your free-roaming VR esports experience wherever you need to. This VEX Arena Mobile Edition comes in its flight cases for ease of transportation and installation. No need for vendor technical teams anymore, those flight cases ensure safe transport of the plug & play system. This one of its kind system allows a true free-roaming VR experience with high throughput and esports integration on all your events.



New customers mean more revenue

Those new customers coming in, maybe even for the first time, will stay at your center and spend money on your esports attraction but also on beverages, food and other activities which, in the end, grows your revenue. If they're satisfied with the experience they had they will most likely come back for more.

In addition, when your customers self-register, you get their data and they get emails detailing their score and updated ranking. Players also receive an automatic survey to give their feedback on their time at your center. With this acquired data, it's even easier to launch email campaigns targeting these specific players in order to promote upcoming events at your center.



In the end, esports is a great tool to bring traffic, exposure and engagement to your business.

You just need to find the best way to make it work for you.

3.3 The importance of a great customer experience

The importance of offering a great customer experience (CX) is paramount in the entertainment & leisure industry. Customers tell an average of 9 people about a positive experience with a brand but they will tell 16 people about a negative one. If you want to start the word-of-mouth snowball effect, you'll need to accompany your customers throughout their whole journey. This time-consuming but rewarding process can actually be automated efficiently. Let's learn how!

End-to-end CX

A good customer experience always starts by knowing more about your guests, thus gathering data. On VEX's attractions, customers have the choice to register an account in order to get an enhanced experience right from the start. The process is quick and simple, taking only 2 to 3 minutes on tablets provided on all attractions. Once the registration is completed, the customers receive a ticket that they will be able to scan on the attractions.

Once you know more about your guests, you can start customizing their experience and make them feel special. During VEX games, the player has the opportunity to change their appearance and their nickname will appear on top of their virtual avatar making them easily recognizable for other players.

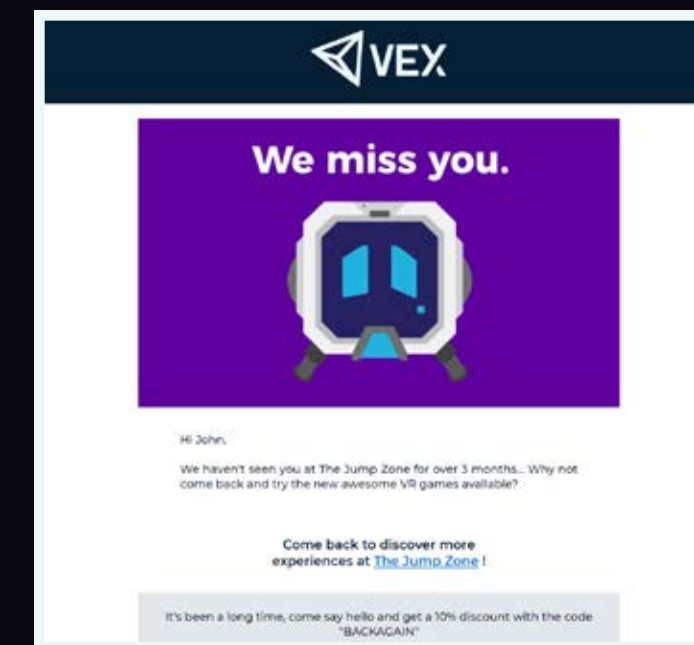


The experience shouldn't end at the attraction's exit. Make sure your customers are accompanied for as long as possible. At the end of VEX sessions, each registered player will receive an email with a summary of their game. They will see the scoreboard of the session in addition to which paths and/or games they tried at your venue. For you, it's also the opportunity to get feedback on your center with links to your review websites. They can even answer a survey.

Integrated Marketing

As soon as a customer is registered, you receive their information. This allows you to tailor your marketing strategy to the data they will generate over time. Next, hop on the VEX Partner Portal and take a look at your attraction's performance. How old are your players? Where do they come from?

If you'd like you can even opt-in automatic emails sent with your branding promoting your center. Remind your players they can come to celebrate their birthday at your location. These emails are sent on your specified timings, don't worry about spamming your audience. You can also add a personalized message or a coupon code. VEX's automation will do the rest.



Esports and guest experience

A good customer experience is not limited to the communications between the customers and the location. It can be extended to customer-customer interactions, that's where esports comes in play.

By providing personalized competition services, you can entice players to compete against each other by setting up leader boards and letting them know they're the best. Or, they could get notified when a friend beats their score. Boost your visibility and create a buzz around your activity by offering prizes to the winners. Your esports experience will help you build a community around your center, increasing visits,

repeat plays and revenue.

With the VEX esports platform, you can create your own leagues, contests and include prizes that will boost the perceived value of your activity. It will, in turn increase the satisfaction of your guests. With the post-game analytics and follow-up emails alerting your players of leader board changes, you keep them engaged with your center.

Esports will impact your guest experience positively and should not be overlooked when looking at new ways to engage with your customers.



Get your customer experience to the TOP !

Push your guest experience further to get happy customer. Happy customers are engaged customers. Those engaged customers, in turn, can become your most powerful brand advocates.

INVOLVE EVERY EMPLOYEE

Your attractions' staff is a key factor to immerse guest into your global experience. Establish quality standards and enforce them with behavioral guidelines to ensure your employees provide the quality you're expecting for your customer. Make sure you understand your staff, keep them trained and engaged to allow for an authentic CX.

BE CONSISTENT AND DETAIL-ORIENTED

You must be consistent in delivering the best customer experience for your guest. Keep the attractions clean and fully functional, maintain them regularly. Double-check that your staff keeps consistency in the quality of their support. Being detail-oriented is a must. Pay attention to detail, and transform your ordinary customer's journey into an extraordinary one.

THEME YOUR VR ATTRACTIONS

In today's climate, people want to escape their everyday life more than ever. While hyper-reality is extremely immersive by itself, you can take the immersion a step further through the attraction's outside visuals and theming. Theme it and its surroundings in order to transport guests as soon as they arrive. As with food, visuals have a great impact on the overall customer experience perception. It will make the experience extraordinary and create memories that stick longer in your guests' minds.

VEX Adventure is embedded with an awesome look, smoke effect, light show and spectator view to directly immerse the players even before they step into the attraction.

Increase the number of satisfied customers coming out your doors by accompanying them and offering them a personalized journey from start to finish.



4.

CONCLUSION



As you can see, there are many key factors to look out for and to take into account in order for your VR implementation to be successful. Ultimately, it all starts with finding the VR product that will fill the needs you have, bring a crowd and make them come back.

Get in touch with the VEX team!

Fill in the contact form on our website and connect with us.

We'll answer any further questions you might have and advise you based on your project and our own experience as operators to make your VR project a success!

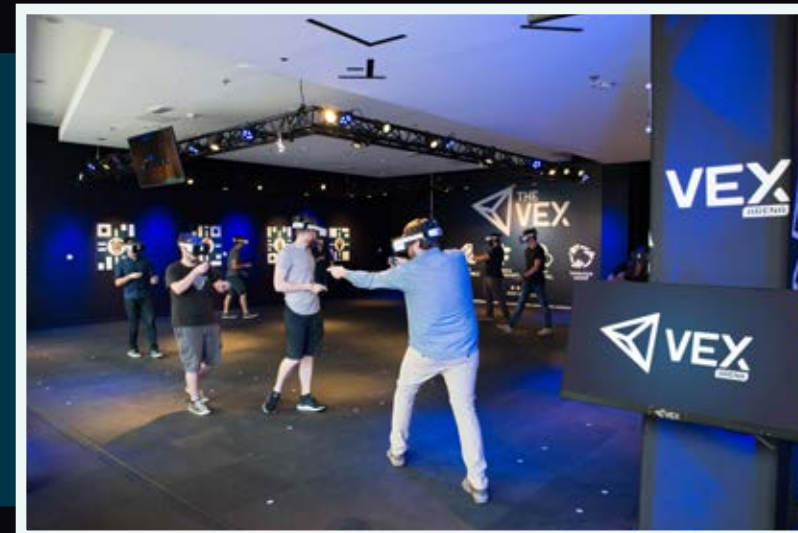
From a memorable anchor attraction to a high throughput competitive experience and even a classic VR Arcade, VEX Solutions has a diverse range of turnkey attractions that answer the different needs of leisure centers around the world.

VEX Adventure

The VEX Adventure represents hyper-reality at its best thanks to its free-roaming enhanced with 4D effects. Up to 6 people can play simultaneously for 15 or 30 minutes. Its small footprint will benefit all types of businesses by providing a high revenue per square meter.



VEX Arena



With up to 120 players per hour and no heavy equipment, VEX Arena is the best free-roaming attractions in terms of throughput. VEX Arena is an active, social and competitive attraction.

This complete esports activity will bring repeat plays.

VEX Arcade

This low-budget system is the perfect gateway to VR, boosting the revenue from all your other VR attractions.



VEX VR Center

If you're looking to upgrade your center with a new activity or if you're starting a business from the ground up, VEX can help you! We provide you all the attractions needed for a successful implementation of VR and we'll guide you and share our knowledge acquired over 4 years of operating virtual reality daily in our centers.

Finally, if you want to learn even more about LBVR and what VEX does, contact us today! Our team of experts can advise and help you.



Exclusive distributor of VEX VR attractions in North America

VEX SOLUTIONS



Play it like it's real!



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