



HYPER REALITY VR ATTRACTIONS



Exclusive distributor of VEX VR attractions in North America

ABOUT US

VEX Solutions built its experience by running its own VR arcade in Belgium for over 5 years. We learned the keys to success the old fashion way: with hard work!

Our mission is to deliver the best possible experience and make businesses grow with new and returning customers every day. To achieve this goal, all our products are tested in our own entertainment centers. That way, we know exactly what people want and how to deliver it correctly.

Discover why VEX has been the **reference in hyper-reality for 5 years** and what sets us apart.

NOTES:

WHAT SETS VEX APART ?

TRUE TURNKEY ATTRACTIONS

For VEX, turnkey doesn't simply mean "plug and play". It is a combination of **easy-to-use software** and a **full service offer**. We come to your venue, we install your attraction and we thoroughly train your staff. If you have an issue, you can call our hotline for software support, get in touch with our dedicated warranty assistance team or contact your personal account manager.

NEXT GENERATION OF VIRTUAL REALITY

VEX sets the standards for immersive entertainment higher. Our attractions successfully blend **free-roaming** and **4D effects** in order to offer experiences truly unachievable at home. We've been leading this LBE segment **for over 5 years** by creating memorable experiences and getting people off their couches with our proven take on **HYPER-REALITY**.

COMPLETE CUSTOMER EXPERIENCE

VEX delivers **industry-leading guest experience** from start to finish. Personalize your customers' experience and get data on your attraction and its players with self-registration. Use our **advanced analytics tools** to launch effective marketing campaigns or let the data work for you with our included and **automated marketing suite**. Incentivize repeat visitation thanks to **VEX Esports contests** or create yours easily with our tools at your disposal.

FLAGSHIP ATTRACTIONS

VEX ADVENTURE p.6

Enhanced with 4D effects, free-roaming, and an exclusive 5kW vibrating floor, the VEX Adventure provides **new sensations** and **memorable experiences** truly unachievable at home.



p.16 VEX ARENA

Transform any space into a next-generation **competitive and cooperative arena**. VEX Arena is the only **modular and scalable** VR attraction allowing for a high throughput while delivering unique experiences.

ADDITIONAL PRODUCTS

VEX ARCADE p.22

A ready-to-use VR arcade system. VEX Arcade is **customizable and affordable**. It is the perfect solution for anyone wanting to **jump into VR** or give a boost to their existing offer.



p.24 VEX VR CENTER

Take advantage of our expertise as **VR operators of 5+ years** to build your own center from the ground up. Whether you're looking to **add a new section** to your venue or **launch a completely new business**, we can help you!

OUR FLAGSHIP ATTRACTIONS ARE DELIVERED WITH THE VEX SUCCESS TOOLS (p.26), AT NO ADDITIONAL COST

OPERATOR & GUEST EXPERIENCE · ANALYTICS · ESPORTS
AUTOMATED MARKETING SUITE · AND MORE...

NEW & UPGRADED
ATTRACTION p.10

VEX ADVENTURE

THE BEST-SELLING HYPER-REALITY ATTRACTION



VEX SUCCESS TOOLS INCLUDED (P. 26)

THE NEXT-GENERATION OF VR

With its unique and successful approach to immersive entertainment, the VEX Adventure is **THE anchor attraction** with a proven track record that **brings new audiences in and increases repeat visitations.**



THE POWER OF HYPER-REALITY

Get people off their couches with **4D effects, free-roaming, haptics, and memorable adventures.** Make them feel a zombie's bite, the heat from molten magma, or even the collapsing floor under their feet. Anything is possible with VEX Adventure and you're just one click away from **mind-blowing experiences!**

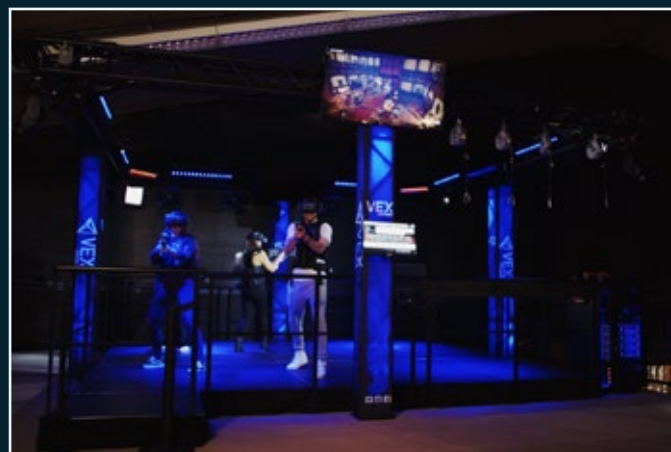
END-TO-END CUSTOMER EXPERIENCE

Deliver **industry-leading guest experience** from start to finish with **self-registration, personalized adventure** and **post-game analytics.** Launch your own targeted marketing campaigns with the information gathered or just let the data do the work through our **automated marketing tools.**



YOUR GUIDED JOURNEY

As a VEX owner, in addition to your dedicated account manager, support hotline and warranty assistance team, you gain access to our exclusive portal full of guides, marketing materials and analytics tools. On there, we share with you tips and tricks only 5 years of experience operating hyper-reality can teach you in order to help you maximize your revenue.



EFFICIENCY

One person is able to operate the whole setup, effectively cutting the costs of operation and training personnel



ESPORTS

Automatically participate in VEX Esports League or launch your own competition with the VEX included tools (see p.26)



FAST ROI

- High throughput
- Top revenue



TURNKEY

- Easy to operate
- Full service



MODULAR

- Different formats
- Fits all budgets



FUTURE-READY

- Upgrades & Updates
- New games



ATTRACTIVE

- Great look
- High-end technology



CUSTOMER EX.

- Self-registration
- Analytics



LARGE CATALOG

- Content diversity
- Complete experience



HYPER-REALITY

- 4D Effects
- Vibrating floor

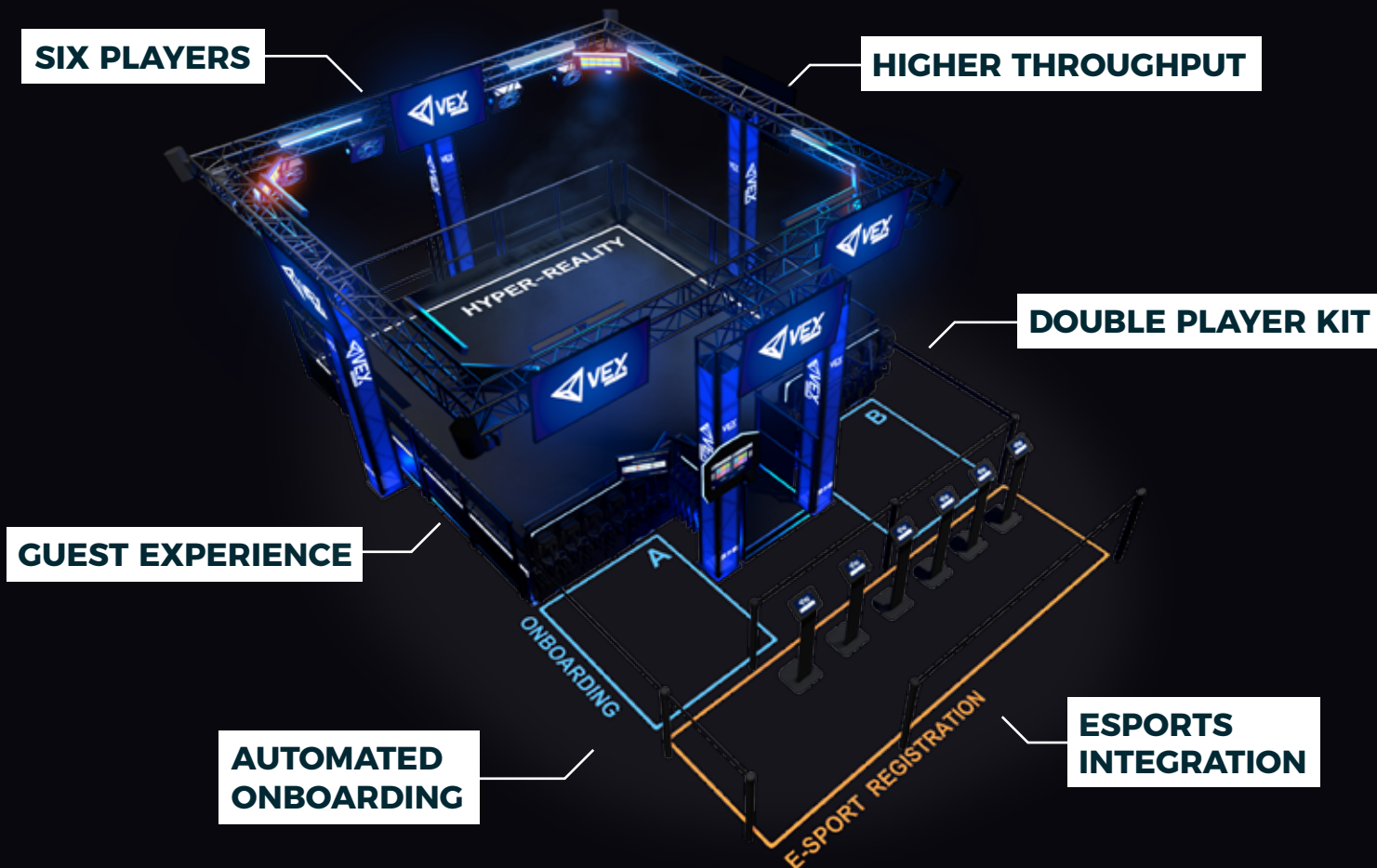


WHAT'S NEW ?

INTRODUCING VEX ADVENTURE 2.0

VEX is in it for the long run. It is in our spirit to **enhance and upgrade** our flagship attractions instead of releasing new products, rendering our older systems obsolete.

In 2021, we released VEX Adventure's **biggest upgrade yet : the VEX Adventure 2.0**



SIX PLAYERS

HIGHER THROUGHPUT

DOUBLE PLAYER KIT

GUEST EXPERIENCE

AUTOMATED ONBOARDING

ESPORTS INTEGRATION

THE BEST-SELLING HYPER VR ATTRACTION

NOW UPGRADED

TWICE THE THROUGHPUT AT THE SAME PRICE

Up to six players can now play at the same time, this increases VEX Adventure's throughput by 50%. Looking for more? You can add a second player kit to more than double it and reach up to 36 players per hour.

NO BACKPACK, NO STREAMING, NO COMPUTER

Thanks to VEX's highly optimized software, we are now capable of offering high quality experiences without the need to use heavy backpacks or unpredictable streaming technology.

AUTOMATED ONBOARDING

Operators are assisted with their onboarding process thanks to the addition of tutorial and presentation videos. The onboarding process is cleverly timed and segmented in order to increase operation efficiency.

ENHANCED GUEST EXPERIENCE

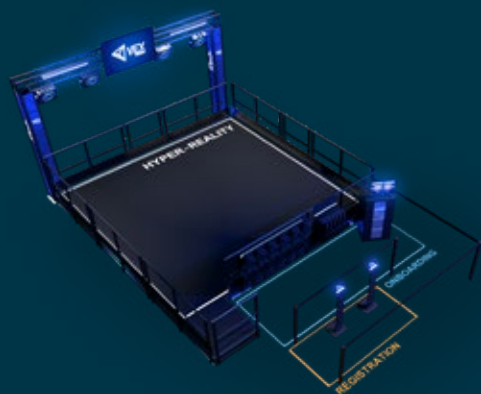
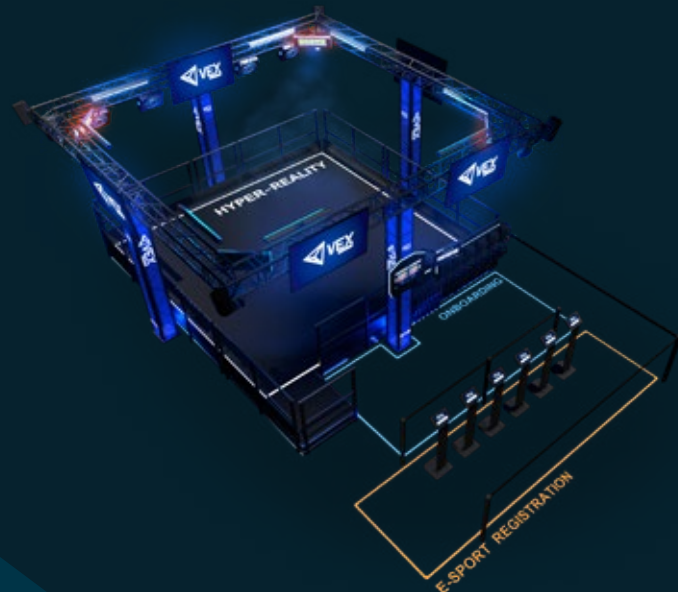
Offer your guests the experience they deserve with the help of self-registration. Once registered, they can compete in esports contests, their session will be personalized, they get a souvenir picture and receive dedicated emails related to their adventure.

THE ADVENTURE FAMILY IS GETTING BIGGER

STANDARD

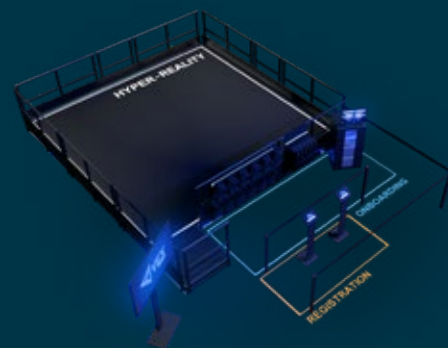
The VEX Adventure in its fullest form.

Everything is included in this top of the line attraction that offers the best experience to your guest and gives an enticing show to onlookers.



LIGHT

An equivalent player experience at an affordable price and on a smaller footprint.



ESSENTIAL

The most affordable Hyper VR experience on the market.

VEX ADVENTURE 2.0 : SUMMARY

	Standard	Light	Essential
4D Effects			
Haptic Floor	✓	✓	✓
Player Haptics	✓	✓	✓
Wind	✓	✓	✗
Smell	✓	✓	✗
Heat	✓	✗	✗
Guest Experience			
Self-Registration	✓	✓	✓
Esports	✓	✓	✓
Onboarding	✓	~	~
Souvenir Picture	✓	~	~
Spectator Experience			
Screens	+++	+	+
Light Show	+++	+	✗
Truss Structure	+++	+	✗
Minimum Requirements			
Length x Width	7 x 6m	6,8 x 5,4m	6 x 5,4m
Height	2,6m	2,6m	2,3m
Electricity	1x 400V 32A	1x 400V 32A	2 x 230V 16A

All attractions require an internet connection : 50 Mb/s RJ45



MEMORABLE ADVENTURES



Mission Z

Zombie Shooter
30 minutes



Lunarscape: Breakdown

Escape Game
30 minutes



Temple Quest

Family-friendly Exploration
30 minutes

Reach large audiences and build a new customer base with a panel of premium experiences suited for everyone.

From zombie shooters to fun family exploration and head-scratching escape rooms, first-timers and veterans alike will find immersive adventures to remember.

The diverse VEX catalog is expanding every year with new & exclusive experiences.



Rush Z

Zombie Shooter
15 minutes



Temple Party

Party Game
15 minutes



Dark Z

Scary Shooter
15 minutes



Lunarscape: Express

Escape Game
15 minutes

NEW EXPERIENCE



Mission Z II

Zombie Thriller
30 & 15 minutes

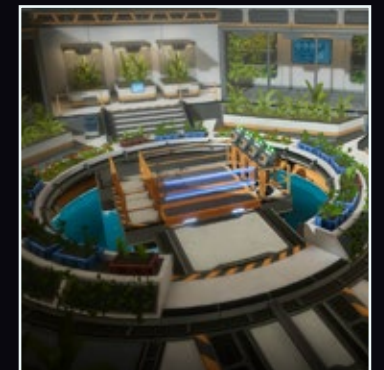
Be a part of an exciting story and influence its outcome. Solve puzzles in order to advance and escort an unstable bomb into uncharted territory.

Feel the wind on your face as you rush through these maze-like tunnels on a bumpy mine cart.

Embark on a crazy train ride and survive Lord Grave's biggest challenge yet in our best-seller's long-awaited sequel : **MISSION Z II**.

OPTIMIZE YOUR SPACE

The VEX Adventure is the only hyper-reality attraction offering free-roaming in a compact area thanks to its **vibrating floor** simulating hidden passageways and elevators.



FUN FOR EVERYONE

Fighting zombies with **friends**, exploring a temple as a **family**, going to space to solve enigmas...anything is possible with VEX Adventure.



NEW MOBILE
VERSION p.21

VEX ARENA

IMMERSIVE FUN FOR EVERYONE



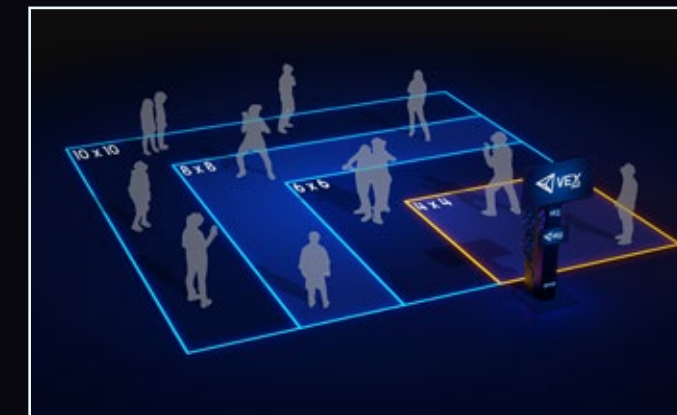
VEX SUCCESS TOOLS INCLUDED (P. 26)

THE BEST THROUGHPUT

Transform any space into a next-generation competitive and cooperative arena hosting up to 10 players at the same time. VEX Arena is the only modular and scalable VR Arena designed with the needs of indoor entertainment in mind.

MODULARITY & SCALABILITY

Starting at 4x4m up to 10x10m, VEX Arena is the only hyper-reality system that fits your needs! With its smart design philosophy, the system can **acomodate columns or pillars** inside the play area and will fit pretty much anywhere



RELIABLE & LIGHTWEIGHT

To ensure reliability, safety and increase operational efficiency, the VEX Arena comes with its own external tracking system. No need to fiddle with technology and recalibrate your equipment daily. **Reach a throughput of up to 120 players per hour.**



HIGHEST THROUGHPUT

With its streamlined operation and high player count, the VEX Arena reaches a throughput of up to **120 players per hour** with no compromise on quality.

Game time is adjustable from **5 to 20 minutes** in order to be able to customize your play sessions according to your business.

ESPORTS FRIENDLY !

VEX Arena offers multiple **competitive and cooperative games**, each providing different sensations and stimulating people to come back for more.

Automatically participate in VEX Esports League or launch your own competition with the VEX included tools. (see p.26)



FAST ROI

- High revenue
- High throughput



TURNKEY

- Easy to operate
- Full service



MODULAR

- 16 to 100 sqm
- Pillars & Columns



HYPER VR

- Free-roaming
- Haptics



HIGH THROUGHPUT

- Up to 120 players/hour
- Adjustable time



FOR BUSINESS

- Customer service
- Analytics



GREAT LIBRARY

- Content diversity
- Multiple environments



KIDS FRIENDLY

- Trendy games
- Lightweight gear

MINIMUM REQUIREMENTS

Width : 4 m (13,1 ft)

Height: 2,6m (8,5 ft)

Electricity: 2 standard Europlug

Length : 5 m (16,4 ft)

Weight: 200 Kg

Internet: 50 Mb/s RJ45

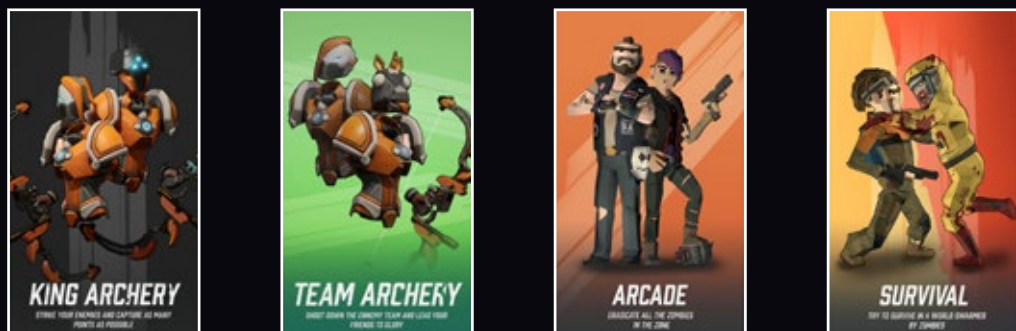
NEXT-GENERATION EXPERIENCES



Transporting you to new and immersive worlds, our diverse games are designed with replayability and fun at their core.

Play with your family, compete against your friends or challenge players on the other side of the globe in our social and active games.

The diverse VEX catalog is expanding every year with new & exclusive experiences

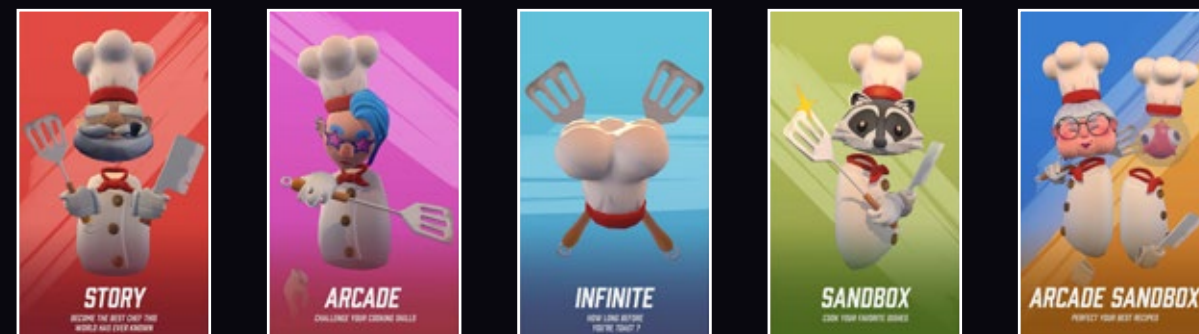


NEW EXPERIENCE



Prepare your ingredients, cook them on the grill and assemble delicious dishes in **Kitchen Panic!**

Cooperate and communicate with your cooking buddies to fulfill the incoming orders in time or be prepared to live a kitchen nightmare.



GREAT FOR EVENTS

YOUR VR ARENA ON THE MOVE !

Take your fully-featured VR Arena on the move with the **VEX Arena Mobile!**

All the same features you expect of its location-based version are now available in a new package that enables **safe transport, easy setup, and quick operation.**



VEX ARCADE

YOUR GATEWAY TO ARCADE-STYLE VR

This **low-budget**, customizable attraction is a **ready-to-use arcade system**. One operator can easily operate multiple units at the same time with the turnkey software and library management powered by Springboard.

It is the perfect solution for anyone who wants to jump into VR or give a boost to their existing offers.

TURNKEY SOLUTION

Our team comes to your location to install the complete system. We will give you tips and train your staff on how to best operate VR in an arcade setting.

Those tips and tricks were learned over 5 years of arcade operation.



ESCAPE ROOM MODULE

Want to tap into the escape room market but can't dedicate an area to this activity?

In addition to the vast catalog of games, you can decide to add the most renowned **VR escape rooms**.



LOW BUDGET

- Effective
- No useless gear



TURNKEY

- Easy to operate
- Full service



MODULAR

- Multiple stations
- Different layouts



GREAT LIBRARY

- Customizable library
- Many available games

MINIMUM REQUIREMENTS

Width : 3 m (9,8 ft)

Height: 2,6m (8,5 ft)

Electricity: 1 standard Europlug

Length : 3 m (9,8 ft)

Internet: 50 Mb/s Internet

VEX VR CENTER

BUILD YOUR OWN VR HUB

Take advantage of our **expertise as operator and owner of VR centers** for more than 5 years to build your own venue from the ground up.

We provide you with all the attractions needed to offer a **complete virtual reality experience** to your customers : small arcade games, high throughput competition & cooperation, and the most immersive adventures in hyper-reality.

Whether you're looking to add a **new section to your venue** or **launch a new business**, we can help you!

5+ YEARS OF OPERATION

We started our company by operating our own VR center and are now running one of the major Belgian VR franchise. We know what works, what doesn't and this gives us a unique perspective in this ever-changing industry. We will guide you, advise you and give you access to our complete knowledge database at no additional cost.



TURNKEY SOLUTIONS

We come to your location and install the attraction(s) you chose. We provide to you all the information and marketing material necessary to run a successful VR business.

You stumble upon an issue? You have access to a dedicated account manager, our hotline for software support, and our warranty assistance team.



TOOLS FOR YOUR SUCCESS

You can visit our exclusive **Partner Portal** (see p.26) to monitor your attractions' analytics, enable automated marketing campaigns and launch your personalized esports contests. In addition, we have over 400 pages of guides at your disposal tackling operational guidelines, marketing tips & tricks, and more.



INCLUDED AT NO
ADDITIONAL COST

VEX SUCCESS TOOLS

CUSTOMER EXPERIENCE ENHANCEMENTS & ESPORTS INTEGRATION

THE VEX ENHANCED JOURNEY

VEX will accompany you throughout your whole journey towards success.

With the experience of **operating hyper-reality for over 5 years** we will give you access to our complete and **exclusive knowledge database**.

Increase your player retention and **grow your revenue** by learning about your customers' habits. Get specific data on your guests and provide a personalized experience to them.

Engage with your customers through **esports contests** with prizes and maximize your revenue thanks to our **end-to-end customer experience** included at no extra cost on all our flagship attractions.

SELF-REGISTRATION

Your guests can register an account in a few seconds. This gives them an improved and personalized experience and lets them compete in esports contests. After their play session, they receive follow-up information about their ranking and how they performed.



POWERFUL ANALYTICS

With this data in hand, you can learn more about the ins and outs of your VR activity inside your center. Which game is the crowd's favorite? How old are your customers? When do they visit? These are all questions that can be answered by our custom analytics package.

EFFICIENT MARKETING & AUTOMATION

By gathering information on your customers (age, email, etc.) and learning about their habits at your venue you can target your marketing strategy efficiently. Effectively, you're transforming those heavy expenses in investments with tangible results. And, if you prefer, you can always opt-in to our automated marketing emails and not worry about it.



BOOSTING CUSTOMER ACQUISITION & INCREASING PLAYER RETENTION

INCLUDED AT NO
ADDITIONAL COST

ATTRACT NEW CUSTOMERS

VEX runs its own league with recurrent contests. Every player from around the world is competing for the top spots each month to win great prizes.

No need for complicated instructions and long explanations: as long as your customers are registered they're ready to compete in our esports contests and you don't have to do anything else.



AUTOMATED PROMOTION

After each session, your players can see their ranking in the current esports contest(s). If their positions change on the leaderboards they'll be notified personally.

In your center, the esports contests and prizes are automatically promoted on your attraction's screens. You can also implement leaderboards and contest dashboards on your website and on any screen available.



CREATE YOUR OWN LEAGUE

We have developed a tool that is easy-to-use to let you create your own contest and run your esports league by yourself.

The contests are completely customizable and support external sponsoring.

ADVENTURE LEAGUE			ARENA LEAGUE		
GAME: MISSION Z			FILTER: ZOOTHERMER		
LEADER BOARD BEST RANKED PLAYER			SCORE BOARD BEST SESSION SCORE		
PLAER	RANK	POINTS	PLAER	KILLS	DEATHS
#1	TOTO	25 654	#1	TOTO	20
#2	BERGUSE	22 756	#2	BERGUSE	14
#3	ZULAKH	18 364	#3	ZULAKH	10
#4	PUPP	12 064	#4	PUPP	8
#5	PUPP	12 064	#5	PUPP	7
#6	PUPP	12 064	#6	PUPP	6
#7	PUPP	12 064	#7	PUPP	5
#8	PUPP	12 064	#8	PUPP	4
#9	PUPP	12 064	#9	PUPP	3
#10	PUPP	12 064	#10	PUPP	2

WHAT PEOPLE SAY

DEEP DIVE IN CUSTOMER'S THOUGHTS



“ When I first tested it, I immediately knew that VEX Adventure would have its place in my FEC. Since the opening of our center, it is putting smiles on people's faces everyday.

VEX Solutions accompanied us and provided us with the best information all the way. We are happy to do business with them, they are the best at what they do! ”

STEFFEN L. - CEO - Bowl'N'Fun



“ We've first been seduced by VEX Adventure for its immersive approach to VR and ended up adding two VEX Arcade as well to complete our offer.

We eventually found in VEX Solutions a trustful partner for our business and are looking forward to keep working with them. ”

ROBERT S. - CEO - Jump One Zoetermeer



“ We found in VEX Solutions the ideal partner for the creation of our VR center 'One Reality'. The VEX Adventure's games with 4D effects immediately appealed to us.

VEX Solutions accompanied us a year long during our project's preparation with great professionalism and reactivity. They clearly have been a key element to our success. ”

ROMINA S. - CEO & Co-founder - One Reality



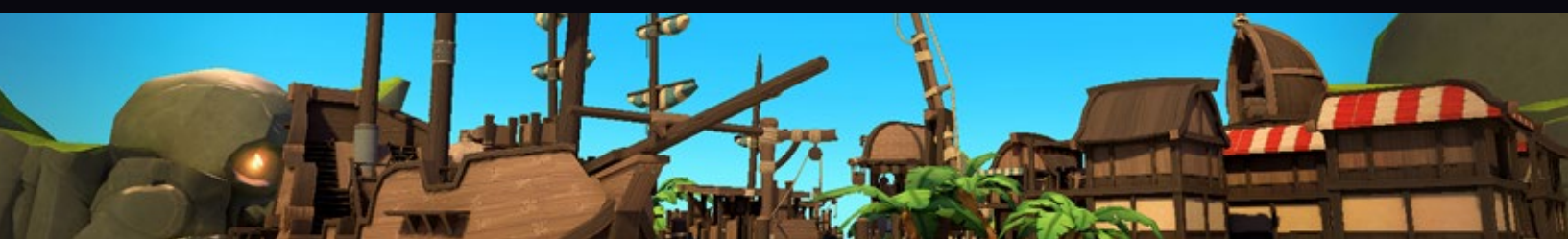
“ To be honest, I'm impressed with what they're doing [...] if Hologate and The Void had a baby it would be the VEX Adventure. [...] It is one of my favorite products! ”

BOB COONEY - Top expert on Location-Based VR



“ VEX Adventure is an amazing VR coop experience for the entire family. ”

NATHIE - Youtuber & Influencer



LEARN ABOUT LBVR

AN INSIGHTFUL EBOOK

Each year, VEX Solutions runs a survey across all VEX players and collects amazing insights from thousands of participants about the market's trends and needs. The analyzed data, coupled with VEX's 5+ years of experience as VR operators, have helped us forge a **powerful knowledge database and expertise**.

In 2020, we released our e-book "How to make money with VR?", since then considered as the **reference guide to success** in VR and often pictured as such in the press.

In this guide, we answer basic questions like "**Why choose location-based VR?**" or "**How to make money with VR?**", and we also tackle more complex subjects such as "**How to choose the right VR attraction for your business?**".

Download your **free e-book** on
www.vex-solutions.com/blog





Exclusive distributor of VEX VR attractions in North America

VEX SOLUTIONS



Play it like it's real!



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