



# THE SPIDER ENTERTAINMENT REPORT

A global leader in Out of Home Entertainment for retail destinations

**FEBRUARY 2021**

## HEADLINES



New entertainment facility to open in German mall



Operators develop new formats for mall environments



Unibail Rodamco Westfield cancels partnership

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# RETAIL DESTINATION ENTERTAINMENT NEWS

## HOLOGATE'S NEW ENTERTAINMENT FACILITY TO OPEN IN GERMAN MALL

Hologate have announced their continued expansion into the amusement and attraction sector with the development of their own entertainment facility. Under the name '**Hologate world**', this will be an "Extended Reality" entertainment venue, comprising an Escape Room, eSport Arena, as well as a brand new line of proprietary experiences. The first facility will be located within the **Flair Gallerie in Fürth, Germany**. Opening in September, this is expected to be the first in a series of 'Hologate World' sites. The developer worked with Stinger Report owner KWP on an advisory basis.



## SPREE INTERACTIVE DEVELOP NEW FORMAT FOR MALLS



The Arena-Scale non-backpack platform developer Spree Interactive have announced that they have developed a smaller 6mx6m, six-player version of their arena attraction to suit different venue space. The company has been operating their 'Mission to Mars' attraction in a German shopping mall, and during ShowUp ran live from the venue showing the good response from the players.

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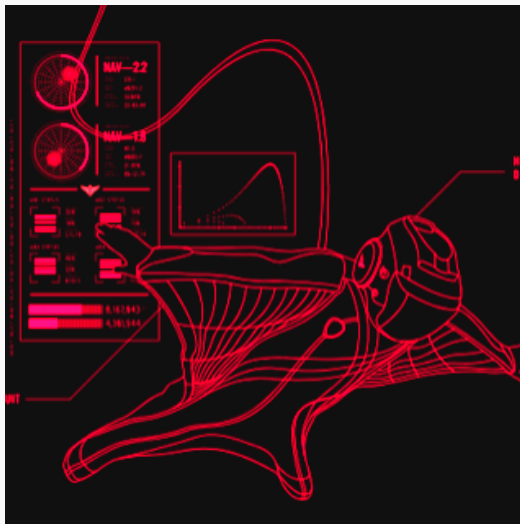
# RETAIL DESTINATION ENTERTAINMENT NEWS

## NEW AERIAL ATTRACTION TARGETS MALL ENVIRONMENTS

Extreme Engineering, a supplier in family rollercoasters and adventure rides has revealed the launch of 'Skytag' – a fully immersive suspended laser tag attraction. The system, riding the ceiling of a location enables a shooting gallery in the sky. Two-guests per coaster blast at targets as they traverse the track – offering a high-capacity attraction which can be located in available space in retail malls looking to add an entertainment element to their mix. The company has worked with Creative Works, with the interactive shooting element provided by LaserBlast. This the latest example of the addition of an immersive interactive element to an existing, proven attraction format.



## DEDICATED & IMMERSIVE ATTRACTION DESIGNED FOR RETAIL FORMATS



Moving on to larger VR attraction news, and the creative team instrumental in 'The VOID' free-roam VR experience have announced a new endeavour called 'Jump'. Accommodating up to four-players wearing VR headsets and specially developed wingsuits, the attraction uses a special wind and suspension system, so the strapped in flyers are fully immersed and experience both the virtual representation and physical effects in this first-person flight simulator. The team revealed the concept in a presentation at the recent ShowUp event, this is soon to be followed with announcements about the key investors and the first location where they intend to open. The company is interested in retail units and dedicated entertainment venues, and is reported to be in discussion with some locations.

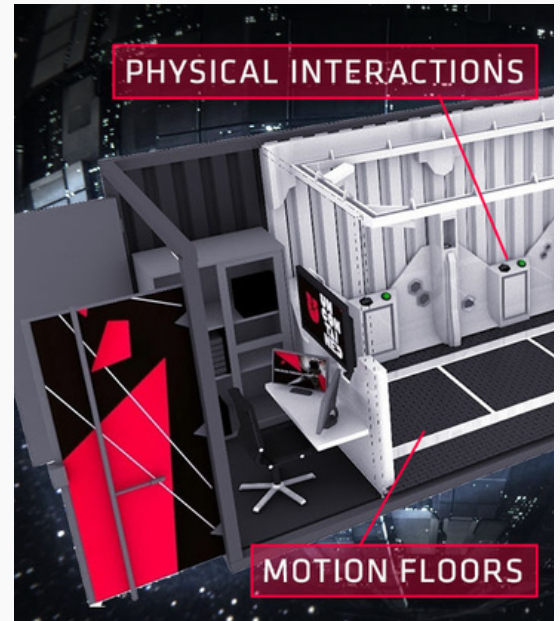


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# RETAIL DESTINATION ENTERTAINMENT NEWS

## NEW POP-UP VR CONTAINER CONCEPT

Speaking of past 'The VOID' associations, the recent ShowUp event saw an appearance of another brand new platform in the VR attraction sphere which is about to be rolled out. Called 'Uncontained' and described as a hyper-immersive VR attraction. The new division, created by Victory Square Technologies, a start-up investment firm, is launching a unique, multi-player VR attraction, that is housed in mobile shipping containers. This gives the company an incredibly flexible, mobile, Plug-n-Play model where they are able to deploy their immersive entertainment experience in parking lots, mall locations, entertainment destinations and available space in FEC's.



## WESTFIELD CANCELS THE VOID PARTNERSHIP

Speaking of 'The VOID', further information was revealed regarding the realities concerning this restructuring. Sources linked to the Westfield Mall of the Netherlands, confirmed that the plans to open a free-roaming VR installation at the mall had been cancelled. The hope to open at the new mall in Holland had been announced in 2019 and would have been their first permanent European venue. Along with the Netherlands, the VR company had plans for a site in Paris, London, and Stockholm – having signed a heavily promoted partnership with Westfield mall owners, Unibail-Rodamco-Westfield, claiming a 25-site rollout of the VR spaces. In abandoning, mid-construction, the first, the London venue, and now the Netherlands sites, all the remaining plans have been cancelled to include the VR experience in URW malls. No official statement has been made on the details regarding this decision, or if it was linked to the Disney termination of their collaboration with the much-hyped operation.

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# RETAIL DESTINATION ENTERTAINMENT NEWS

## CHINESE RETAIL DESTINATIONS EYE UP ESPORTS

We have seen developments towards new facilities in the Chinese sector that also look both at eSports and attractions as major elements in their design. Chinese property company SuperGen Group is the parent company of Chinese eSports organization Edward Gaming (EDG) – the operation announcing at the beginning of the New Year that it has broken ground on what they call the 'Shanghai International Culture and Creative Esports Center', in the Shanghai's Minhang District. The facility is being claimed as one of the largest eSports entertainment venues in the territory, including arenas, studios', and attractions.



The influence that eSport is having on investors in China was also seen with the announcement of the raising of some \$60m in a Series B round of funding, in Versus Programming Network (VSPN). The corporation is a Chinese eSports solution provider that along with innovative technology patents, and venue operation has plans to grow overseas eSport business. This is a major investment in eSports businesses, this additional investment is on top of the \$100m invested in VSPN in October of last year, that was led by powerhouse Tencent Holdings.



### ABOUT THE AUTHOR

Kevin Williams is Co-Founder & Technology Director for Spider Entertainment. A widely-respected expert on entertainment and technology, he is a regular presenter at international conferences.

Kevin is editor of the Stinger Report, a-must-read for those working or investing in the attractions & entertainment industry.