



PLAYMAXX

GAMING FOR ATTRACTIONS

A gameplay system that connects the **digital** and **physical** space in real time.



PLAYMAXX COMPONENTS



STORY TELLING

We help you create original stories that turn attractions into interactive experiences.



TECHNOLOGY

Interactive technology tracks progress and guides visitors through the story.



DATA

Tracks how guests move, stay and play to improve operational decisions and targeted promotions.

HOW IT WORKS



SMART WRISTBAND

Unlocks activities/zones, tracks achievements and personalises the journey.



VENUE WIDE GAME LAYER

Keep play “alive” across visits: leaderboards, challenges, real-time scoring, feedback and targeted promotions.



MULTILINGUAL UX

Multilingual and brandable player interface so the experience aligns to your IP and your world.



SCALABLE

From single-site to multi-sites, ideal for IPs and franchises with multiple venues.

ELEVATED GUEST EXPERIENCE



Smart Kiosks



Pre & Post Visit Digital Experience



Player Profile



Hybrid Attractions



Player Profile Integrated Photo Booth w/ GenAI



Time & Skill-Based Redemptions

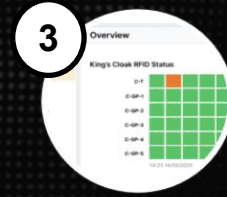
AN END-TO-END OPERATIONAL SYSTEM



1 Real-time Park Data & Reporting



2 Content Management System



3 Hardware Monitoring & Management System



4 Third Party Show Control & Platform Integration



5 Maintenance System

BENEFITS FOR OPERATORS

A photograph of two young boys high-fiving at night. They are both wearing smartwatches with white faces and orange bands. The boy on the left is wearing a light purple t-shirt, and the boy on the right is wearing a light blue t-shirt with a black Under Armour logo. The background is a blurred playground at night with colorful lights.

Higher Engagement & Dwell Time

Loyalty & Return Visits

F&B & Retail Revenue Uplift

Operational Intelligence

Brand Consistency

Targeted Promotions

BENEFITS FOR GUESTS



Personalised, evolving adventures. Guests compete, collaborate, level up, and earn unlockable rewards and offers they can use at F&B and retail.

Frictionless participation.

Tap-and-play wristband, instant feedback, and shareable moments that feel like a live game.

PlayMAXX PROJECTS





Partnership with:



Discovery



Discovery Adventure Park is an interactive experience where guests become active explorers, embarking on themed quests that blend physical movement, problem-solving, and hands-on discovery.

Players choose their own paths, tackling challenges that reward curiosity, teamwork, and critical thinking.

Designed for individuals, families, and groups, the experience emphasizes learning through action—climbing, navigating, decoding, and experimenting—ensuring every visit feels personal, engaging, and repeatable.

There are three ways to engage:



Tap & Play



Explore
& Discover



Attractions

EMBARK ON A JOURNEY AND DISCOVER HIDDEN MYSTERIES FROM OUR WORLD.

EXPLORE & DISCOVER

Discovery Adventure Park includes 4 x self-guided interactive experiences where players race against the clock to uncover four legendary artifacts hidden across the themed environment.

Using their own mobile device – or on-site digital totems – players decode clues, navigate physical spaces, and solve layered puzzles to locate each artifact faster than their rivals.

Simple to understand. Difficult to master. Built for repeat play.



REVEAL THE
CLUE



EXPLORE TO
LOCATE



DISCOVER AND
CONTINUE



TAP & PLAY

Discovery Adventure Park also has a frictionless interactive mode designed for guests who want to play instantly—no account creation, no setup, no time pressure.

Using simple tap interactions at physical markers. Players explore the environment to locate and log a series of hidden animals scattered throughout the space.

It's intuitive, inclusive, and designed for effortless participation, especially the younger adventurers!



**EXPLORE TO
LOCATE**



**COLLECT ALL
CREATURES**



ATTRACTIONS



ANCIENT ARCHERY

Ancient Archery challenges adventurers to show their speed and accuracy in an immersive shoot-the-target style game – tap your wristband and take aim. The more targets you shoot on your profile, plus unlock the next clue on the Snake Amulet quest.



FORTRESS RUN

Fortress Run puts adventurer's agility to the test in an obstacle course full of secrets. Tap on hidden treasures to collect them for your profile – those with keen eyes and quick reflexes may capture all 10 before time is up.



ANCIENT PUZZLE

Ancient Puzzles features 6 tactile puzzles that requires a cunning mind and deft hands to complete. With the tap of a wristband, puzzles light up and whirr to life like ancient ruins awoken from their slumber to challenge fresh minds and adventurers decode ancient sequences, complete mazes and other brain-scratching puzzles.



JUNGLE CLIMB

In Jungle Climb, adventurers conquer their fears and flex their muscles, scaling the rocky facade to catch a glimpse of the majestic gems hidden under a rocky outcrop – the shimmering sound of crystals can be heard as they approach and their wristband is detected – the next clue on their adventure will await them when they return to their quest journal.

AXTION CITY

Partnership with:

11 SKIES

Axtion City is an immersive, live-action adventure experience set in a futuristic Hong Kong cityscape.

Guests are recruited into a high-stakes mission to locate a rare and powerful mineral, progressing through a sequence of interconnected challenges that blend escape rooms, physical activities, and combat-style gameplay.

Through laser tag encounters, rope climbs, puzzles, and timed missions, guests are fully immersed in a cinematic game world where they are active participants rather than spectators—creating a fast-paced, story-driven experience that feels like stepping inside a real-world video game.

There are five missions to complete:

CYBER CHASE
網絡追擊

HERO ARENA
英雄交鋒

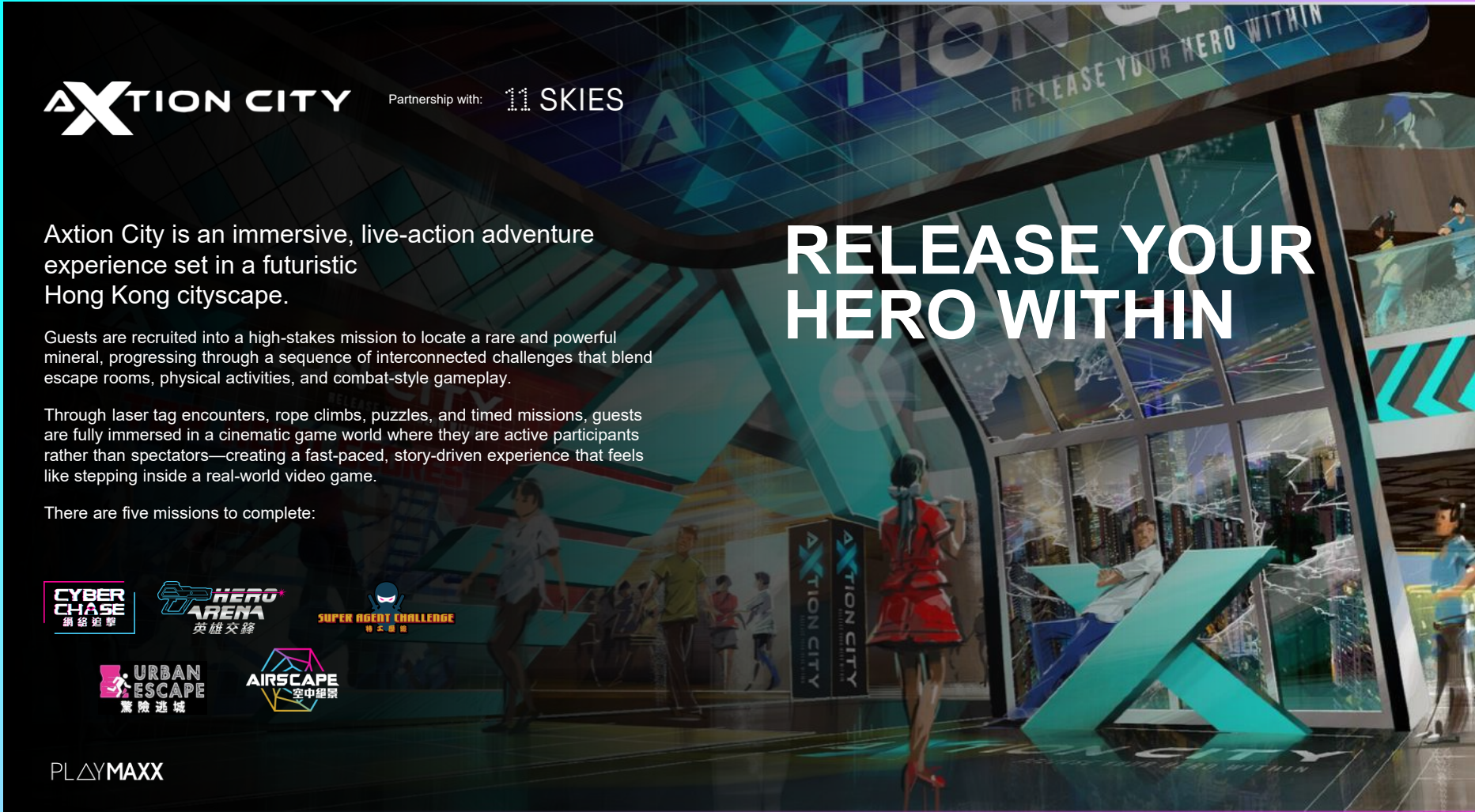
SUPER AGENT CHALLENGE
特工訓練

URBAN ESCAPE
驚險逃城

AIRSCAPE
空中繩索

PLAYMAXX

RELEASE YOUR HERO WITHIN



**CYBER
CHASE**
網絡追擊

CAN YOU OUTSMART THE HACKERS IN TIME?

An international hacker collective known as "Red Mist" has seized control of Hong Kong's digital infrastructure and the city is on the brink of a total blackout.

The hackers have compromised transport systems, essential services, and power grids.

You are recruited as a digital operative to infiltrate their network. Across 22 high-tech rooms, you must solve a series of logic and skill-based puzzles within 2 minutes per room to "out-hack" the Red Mist and restore order to the city.

AXTION CITY

**HERO
ARENA**
英雄交鋒

LOCK AND LOAD. CAN YOU RETRIEVE THE ANTIMATTER?

A highly organised criminal gang is orchestrating the largest heist of priceless antimatter in history. Two separate teams of operatives have been engaged to enter the storage facility to recover antimatter with their purpose-built weaponry. **Through a combative game of laser tag, players must remove the bounty from the vault and deposit it into their drop point for a significant financial reward.**

Authorities have been smart because they know the two teams will be competitive. It's a free for all as it's not only the criminals they are taking from ... it's each other.

PLAYMAXX



The background of the entire page is a vibrant, futuristic cityscape. It features multiple levels of walkways, railings, and glowing screens displaying various data and advertisements. A person in a dark, tactical suit is standing on a platform in the middle ground. The overall aesthetic is high-tech and cinematic, with a mix of blue, green, and red lighting.

AXTION CITY



THE CITY IS RELYING ON YOU, CAN YOU ESCAPE WITH THE ANTIMATTER?

The digital war wasn't enough—you've gone offline and deep undercover. You have successfully intercepted a canister of volatile antimatter stolen by the Red Mist collective. Now, the hunters have become the hunted. With the hackers' security forces closing in, your only way out is through the vertical labyrinth of the city's high-density market district.

Mr. Wu, the master spy, has mapped out a high-speed extraction route. **This isn't just a search anymore; it's a high-stakes pursuit based on a physical obstacle course, where gravity is your only friend and every second counts.**

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AXTION CITY

URBAN
ESCAPE
驚險逃城

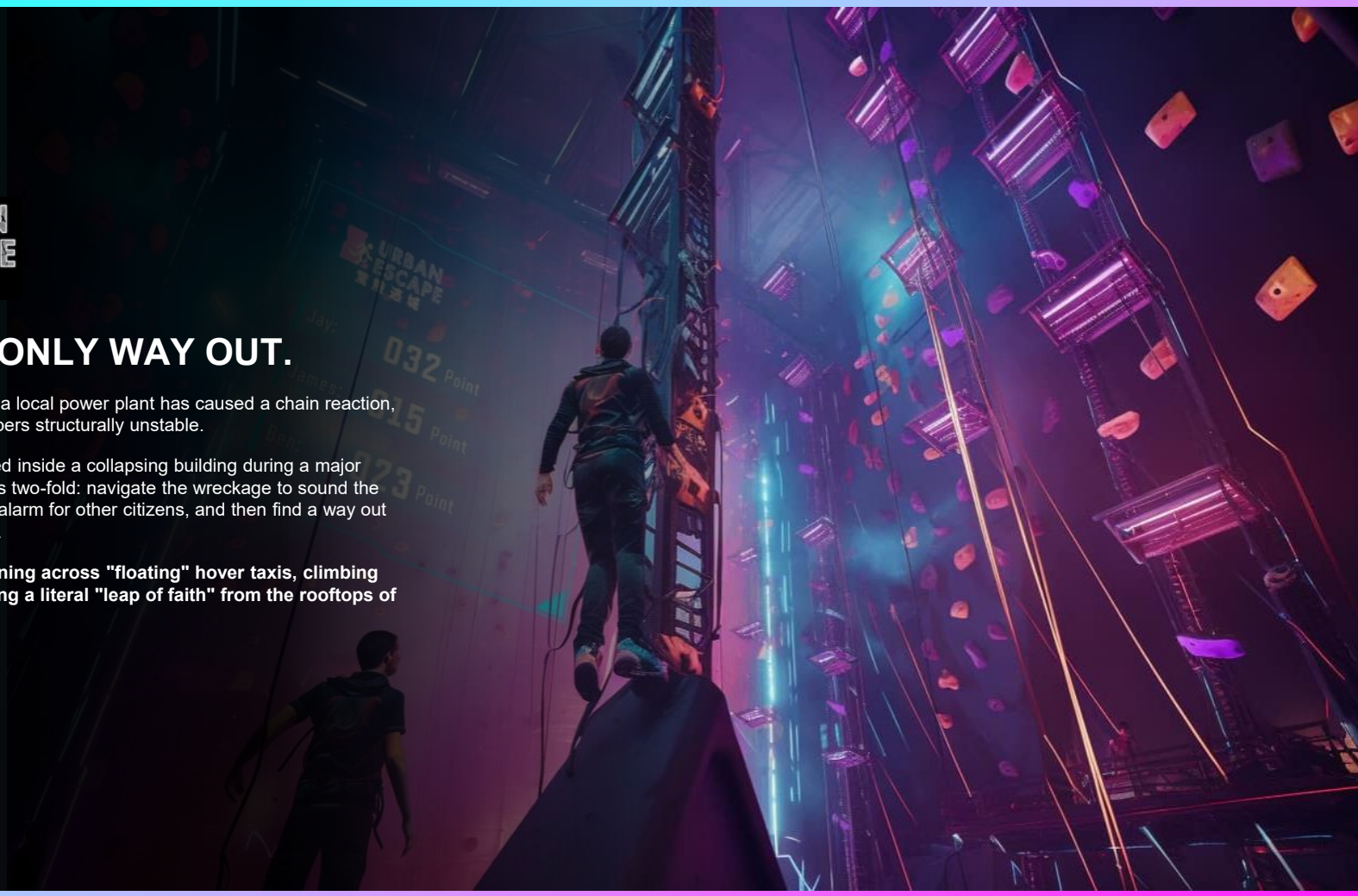
UP IS THE ONLY WAY OUT.

A massive explosion at a local power plant has caused a chain reaction, leaving nearby skyscrapers structurally unstable.

You find yourself trapped inside a collapsing building during a major disaster. Your mission is two-fold: navigate the wreckage to sound the emergency evacuation alarm for other citizens, and then find a way out before the building falls.

The path involves running across "floating" hover taxis, climbing sheer walls, and making a literal "leap of faith" from the rooftops of futuristic Hong Kong.

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AXTION CITY



TIME TO ESCAPE HIGH ABOVE THE CITY AND TAKE A SELFIE FOR THE NEWS.

The challenge of "moving in the shadows" set high above the city streets, this mission focuses on the agility and flair of an action hero. **As you navigate a massive web of tensioned netting, you are "walking the wings" of airplanes and hanging from helicopter skids.**

The story here is about media and fame—performing death-defying stunts to capture the perfect "hero shot" to share with the world, proving your status as a top-tier action hero.

PLAYMAXX



Get MAXXimum results with PLAYMAXX

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Our Locations

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pico **PLAY**
We Create Fun

ZCM