

WHITE BOOK

2020
EDITION

ABOUT US

OUR PROFILE

PLAYMIND (the company behind **PLAYBOX**) is an award winning entertainment studio that has an accurate perception of the ever-changing digital culture.



Over the last 15 years, we've delivered turnkey projects from conception to operation to connect people together all around the world.

OUR AWARDS



PRODUCT OVERVIEW

PROJECT OVERVIEW

Thank you for considering the addition of a **PLAYBOX** within your Park or your operations. We are thrilled that you have seen the potential **PLAYBOX** has to offer a new activity for your visitors while generating new and additional revenues for you. We have built a complete system and supporting infrastructure to serve you better, offer an innovative new product and provide you with worry free operations. The following pages will explain all the components of the system, what they do and how they interact together to provide you with choice, flexibility and new opportunities while keeping it simple to operate.

WHY CHOOSE PLAYBOX

- ✓ An **innovative product**
- ✓ A **new immersive experience** for your customers
- ✓ The **quality** and **reliability** of a digital product
- ✓ Optional **custom** and **branded games**
- ✓ A way to **stand out in the market**
- ✓ A **low investment** + **Funding facility** = Guaranteed **ROI**

DESIGNED TO SUIT YOUR NEEDS

PLAYBOX is available in these 3 models:

Perfect for Parks and large outdoor venues

CONTAINER



The original and largest **PLAYBOX** available. Make a lasting impression on your visitors.

Designed for mobility

MOBILE



Smaller version of the original **PLAYBOX** focusing on mobility lets you take the box to where the events are!

Designed for FECs and Indoor locations

INTEGRATION



The Integration focuses on the entertainment components of **PLAYBOX** installed permanently in your space.

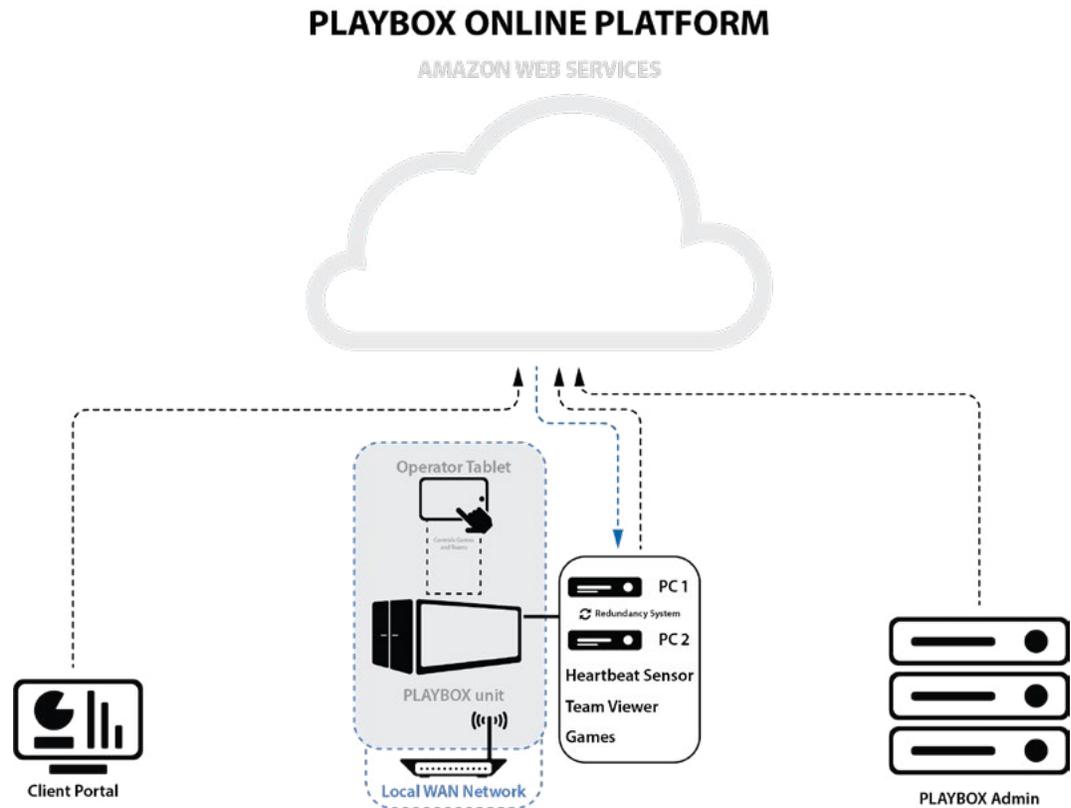
WHAT IS PLAYBOX?

PLAYBOX is comprised of 3 main components interacting together to provide flexibility, variety in content and just global fun for your visitors!

The 3 main components are:

- The on-board connected computer systems
- The cloud based **PLAYBOX Online Platform (POP)**
- The **PLAYBOX** unit

HOW IT WORKS



The Cloud Based Game store and dashboard is the centerpiece of the system. This is the heart of the interaction between the game content and your **PLAYBOX** Unit.

It provides you with the key data, unit analysis, game performance but is also home to the Game catalog and manages game licences.

It is also in constant communication with your system and our Tech support to ensure proper operations and prevent downtimes.

WHAT'S IN THE BOX?

PLAYBOX units come with everything needed to operate and has minimal requirements from the operator except for the initial installation/deployment on-site and its daily operation covered in more details further in the document.

Inclusions:

- Interactive impact resistant, IP67 LED screen with the infrastructure;
- Computers and associated hardware (UPS Back-ups, Local wifi router, LTE router for remote access, etc.);
- 1 Android Based Tablets running the operator software and 1 extra in case of break;
- 1000 generic projectiles (foam ball type). Other type of projectiles can be selected at additional costs (please see projectiles page for more details and options);
- 100 Amps 200V/240V electrical box with Camlock connectors already installed in unit;
- Technical deployment team and Initial training on-site with operator. (2 Days)

Let us build you a personalized quote outlining in details everything that's included in the delivery and deployment of the **PLAYBOX** in any of the 3 available iterations

GAMES OVERVIEW

GAMES CATALOG CONTENT

The **PLAYBOX** unit comes with pre-installed system software providing the **PLAYBOX** with a direct link to the **PLAYBOX Online Platform** where partners can select and acquire game licenses (See the game catalog for a growing list of titles launches).

Special initial game offering: With every **PLAYBOX** acquisition, Partners can choose up to 3 games from the store and install them with a free 1 month license for each game.

Game Categories

Games are to be selected from the Game Store and can come from the following game categories*:



CLASSIC SERIES



SPORTS SERIES



ACTION SERIES



SEASONAL SERIES



FAMILY SERIES



RETRO SERIES

Game Modes



CO-OP



SOLO



COMPETITIVE

* You can find some games in multiple categories

GAMES

ZOMBIES!



4-6

Game description :

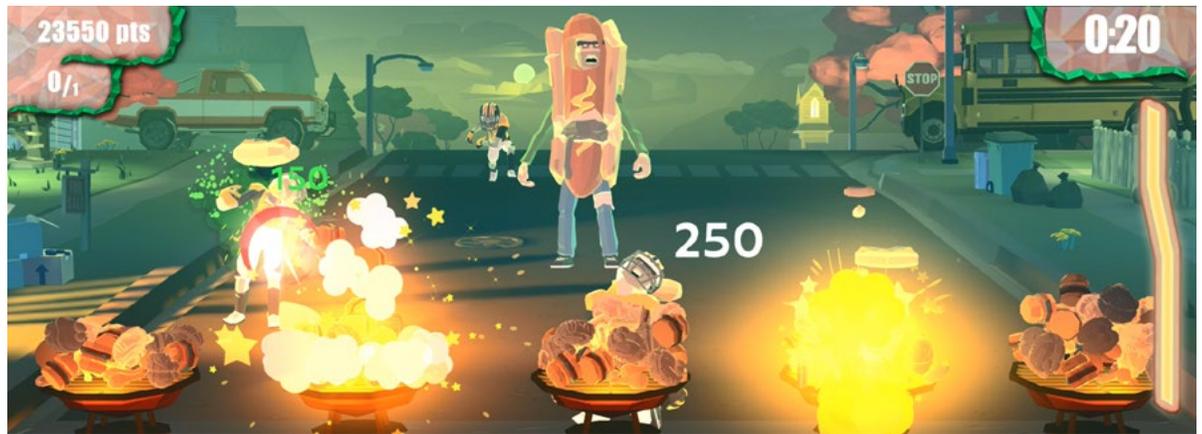
Zombies have begun to invade your town. Get rid of the zombies before you get infected!

How to win :

Throw balls at the advancing zombies before they inflict damage on you. Different Zombies have different characteristics bringing diversity, strategy and challenge!

GAMES

ZOMBIES!



4-6

Game description :

A zombie game destined to the whole family! Rules are simple and characters are toned down so not to afraid younger audiences.

How to win :

Throw balls at the zombies before they reach your BBQ and take all your food!

GAMES

SLAPSHOT SHOOTOUT



4-6

Game description :

Ever dreamed of being a lumberjack? Or maybe you simply need to blow off some steam! If so, grab your axes because its time to flex your muscles and aim true to show everyone who is the supreme axe throwing machine!

How to win :

Players must make as many points as possible with a limited number of axe throws or within the time limit. Throw your axe and try to get as close to the bullseye as possible.

GAMES

PINK FLAMINGOS PARTY



1-6

Game description :

The goal of the game is to hit as many targets as possible to earn as many points as possible. Flamingoes will appear and retreat from cover while Beach Balls will fall from the sky. Hitting any of these will provide points for your group of players. This is a coop game based around accuracy and timing.

How to win :

Throw balls at targets to earn points. Score as many points as possible and earn a position on leaderboards

GAMES

AXE THROW



* Not indicative of the final game

1-6

Game description :

Ever dreamed of being a lumberjack? Or maybe you simply need to blow off some steam! If so, grab your axes because its time to flex your muscles and aim true to show everyone who is the supreme axe throwing machine!

How to win :

Players must make as many points as possible with a limited number of axe throws or within the time limit. Throw your axe and try to get as close to the bullseye as possible.

GAMES

WINTER MAYHEM



1-6 

Game description :

The perfect holiday and winter game where the goal is to hit gingerbread characters that appear and retreat from cover & holiday items that drop from the sky. Unleash a flurry of balls with a group of friends to earn as many points as possible and carve your place on the leaderboards!

How to win :

Throw balls at targets to earn points. Score as many points as possible and earn a position on leaderboards

GAMES

NEON VOYAGERS



4-6

Game description :

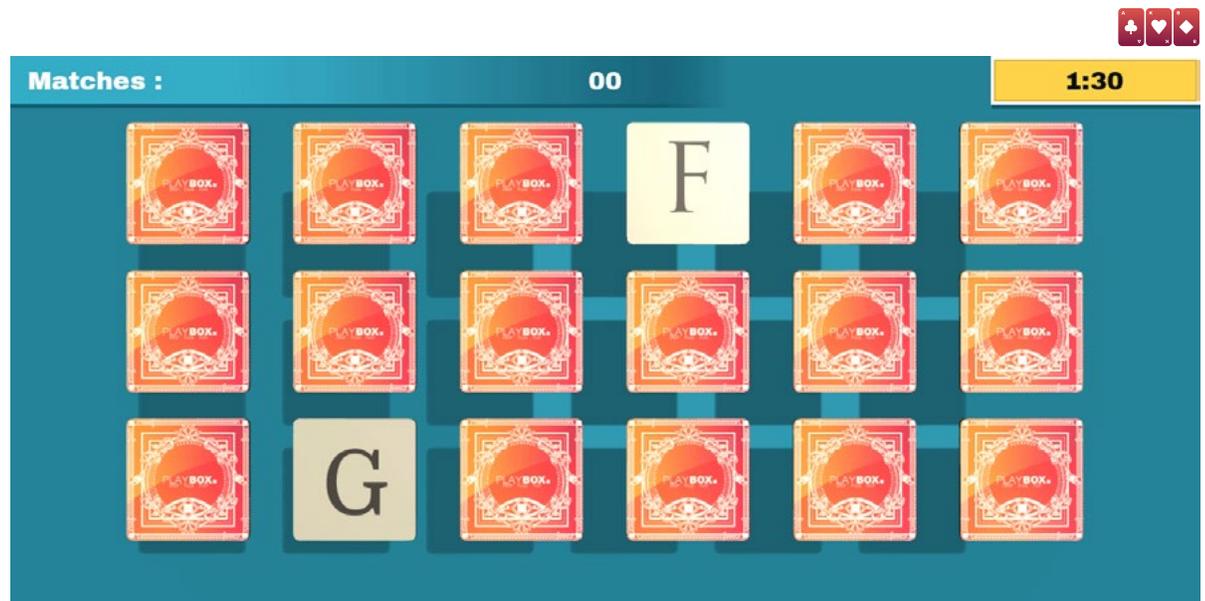
A classic within the classics! Introduce your family or friends to this refreshing reimagination of Space Invaders!

How to win :

1. Eliminate waves of aliens and protect your ships.
2. Throw balls at targets to eliminate them.
3. The more you eliminate, the faster the remaining enemies move.
4. Reach and defeat the boss to protect your ship.
5. Accumulate points to climb the leaderboard.

GAMES

PAIR 'EM UP!



Game description :

Do you have the possibility to combine your skill and work on your memory at the same time? Now is the time to show off your skills.

How to win :

Make as many pairs as possible with a limited number of throws.

UPCOMING GAMES

Pop 'em up!



Our take on the classic balloon pop game. Prizes and Balloon values are randomly distributed before each game, limited number of throws and points to be exchanged for prizes or to get your name on the leaderboard.

On the Hunt



Combining the classic Duck hunt game mechanics with the well known shooting gallery action, you're on the hunt to get as many ducks as possible and win the game!

Get the Mole!



A gigantic version of this classic carnival game, entirely digitized! Hit the moles before they retreat underground and make the most points to beat your opponents!

Wacky Race



Our updated spin on an old classic! Speed and skill are the key to winning the race.

Temple Of Doom



Action packed, this game is all about sharp reflexes to rid the area of the bad guys. Based on the Arcade classic video game and presented on a gigantic screen!

HOW DOES IT WORK?

THE BOX



You buy the physical product (the box) in order to benefit from our game catalog.

STORE



After installing the box, you have access to your client portal where you can favorite or download the games you like.

PLAYBOX



We are committed to offering you a varied game catalog, to propose new games regularly and to add new features.

CUSTOM AND BRANDED GAMES

- ✓ Reskin character (i.e. boss replacement)
- ✓ Theme change, music and sounds
- ✓ Item inclusion (sponsored products)
- ✓ Custom made games from scratch
- ✓ Branded and special projectiles
- ✓ Add your company logo in the splash screen

GAME CUSTOMIZATION OPTIONS EXAMPLE

Non-branded game



Company Brand

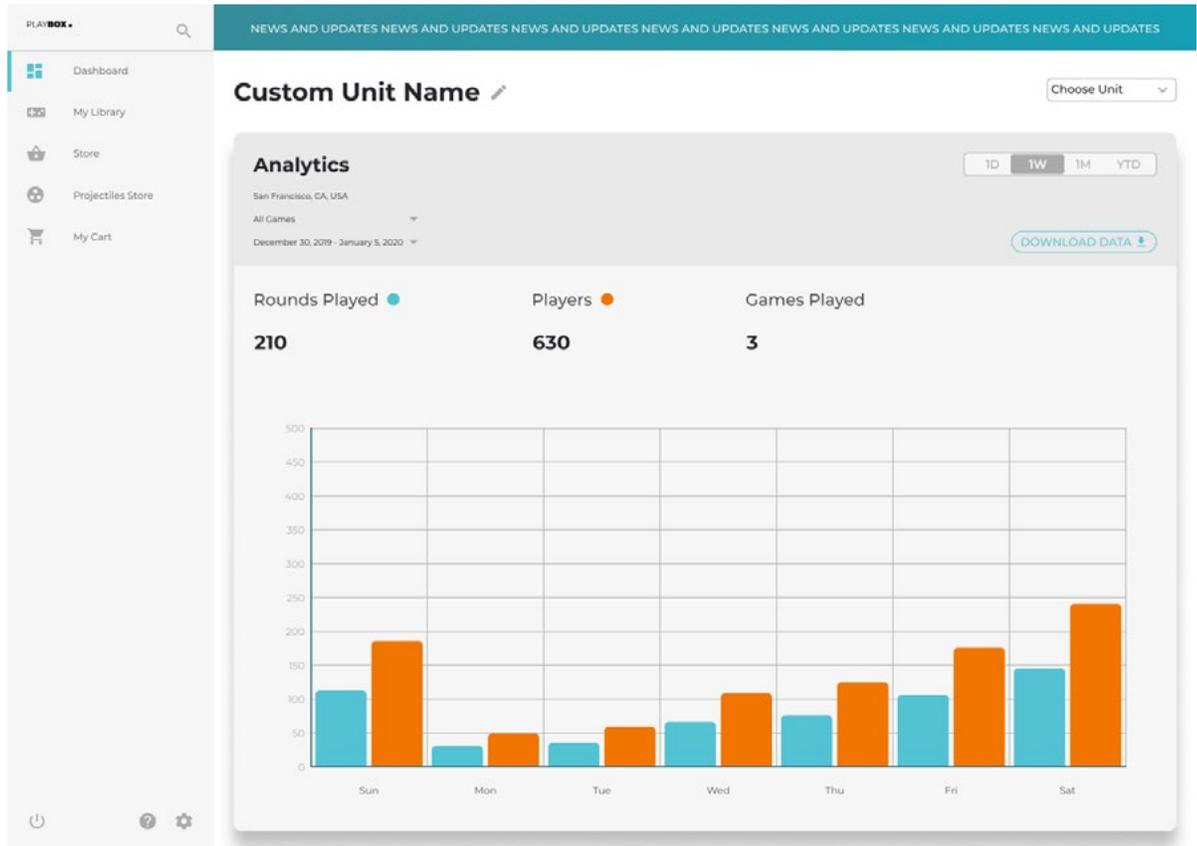
Tim Hortons

Branded Game



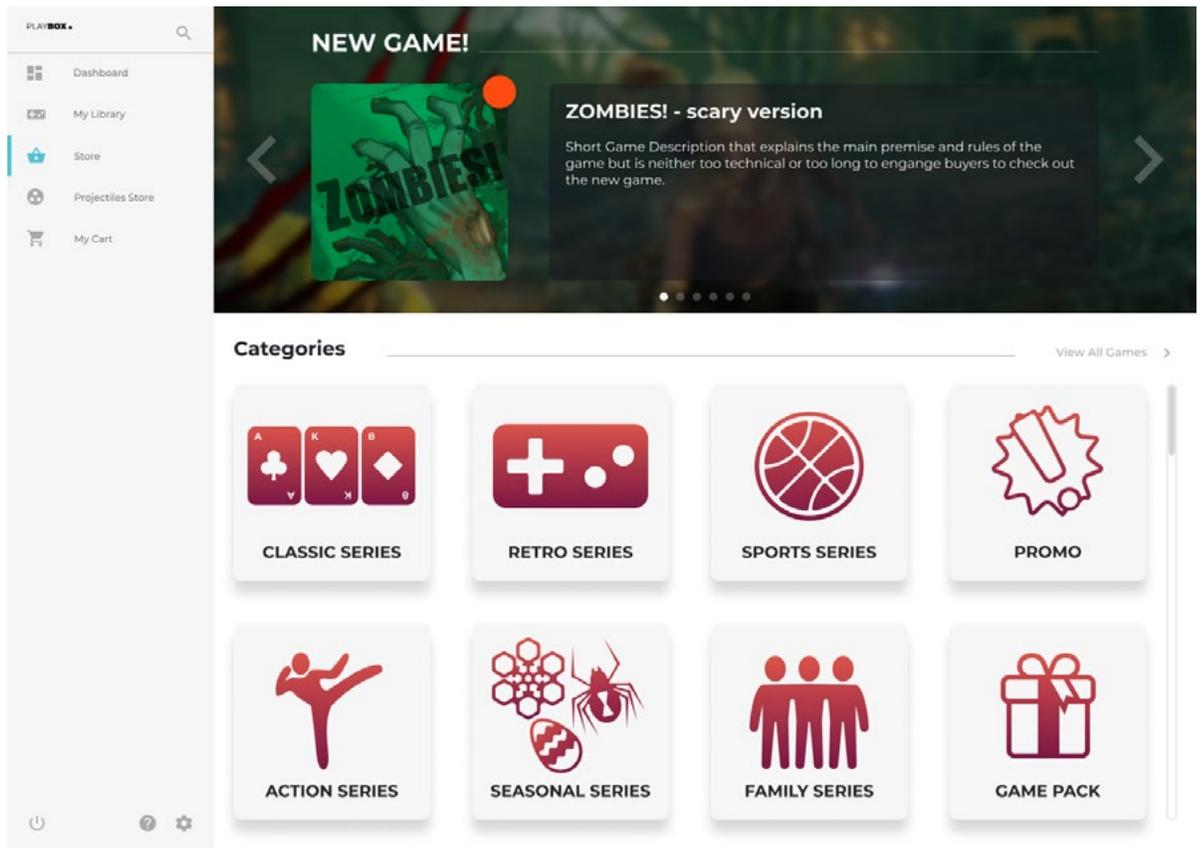
PLAYBOX ONLINE PLATFORM (POP)

DASHBOARD



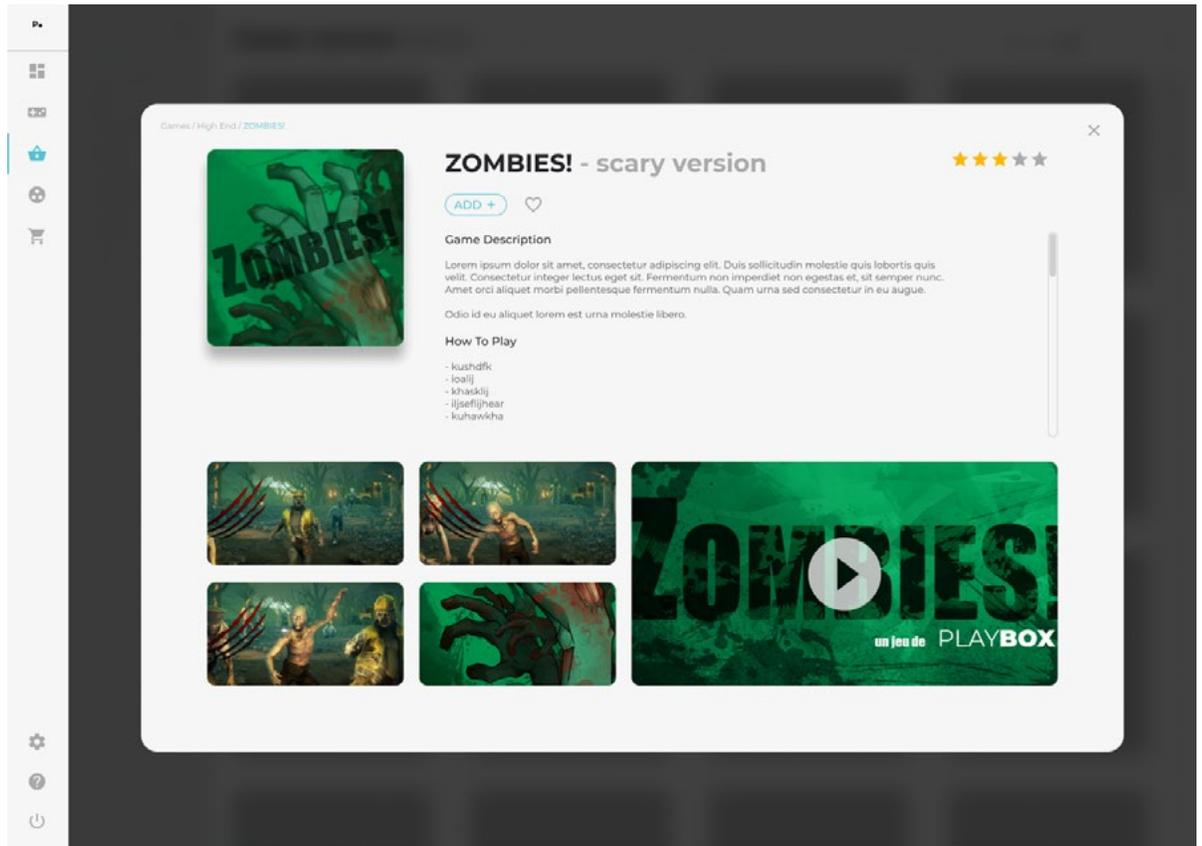
See your **PLAYBOX**'s performance and KPIs at a glance in this screen. You can also download (csv) your performance metrics for deeper data mining with your favorite spreadsheet tool.

GAME STORE



Browse the store, game categories or game mode, discover new releases and purchase licenses for your favorite games!

GAME STORE - PRODUCT PAGE

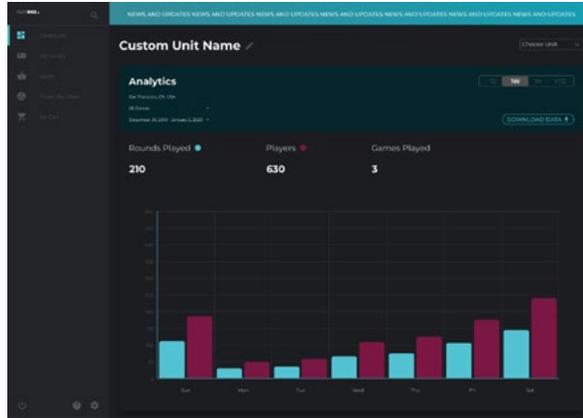


The product page presents the description of the game, the available game modes, pictures and videos of the game, the suggested game rules, the recommended number of players and more!

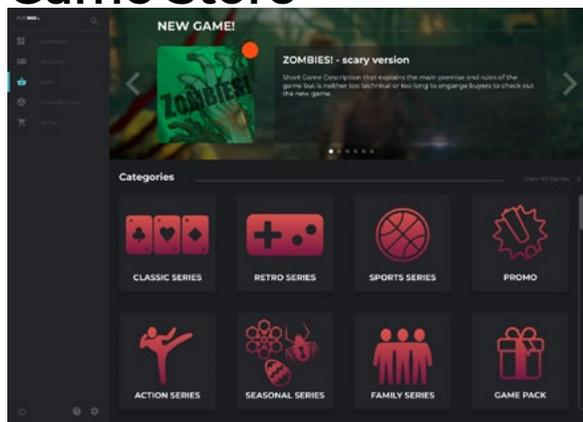
You can bookmark the game (in your favorites) or add it to your cart to install it on your box.

DARK MODE

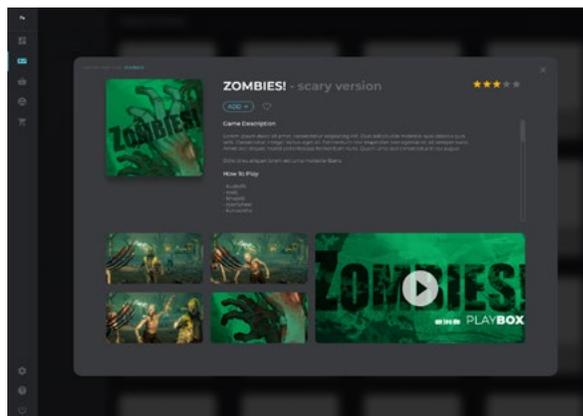
Dashboard



Game Store



Product Page



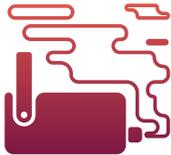
OPTIONS OVERVIEW

OPTIONS OVERVIEW

There are multiple options you can add to your **PLAYBOX** to protect your investment, create an additional Wow factor or to enhance your visitor's experience! Below are some examples of options we offer.



Exterior Lighting



Smoke machine, for an added eerie feeling to the experience!



Air conditioning unit (for operation in warm climates)



Power Regulator (recommended when connected to a generator)

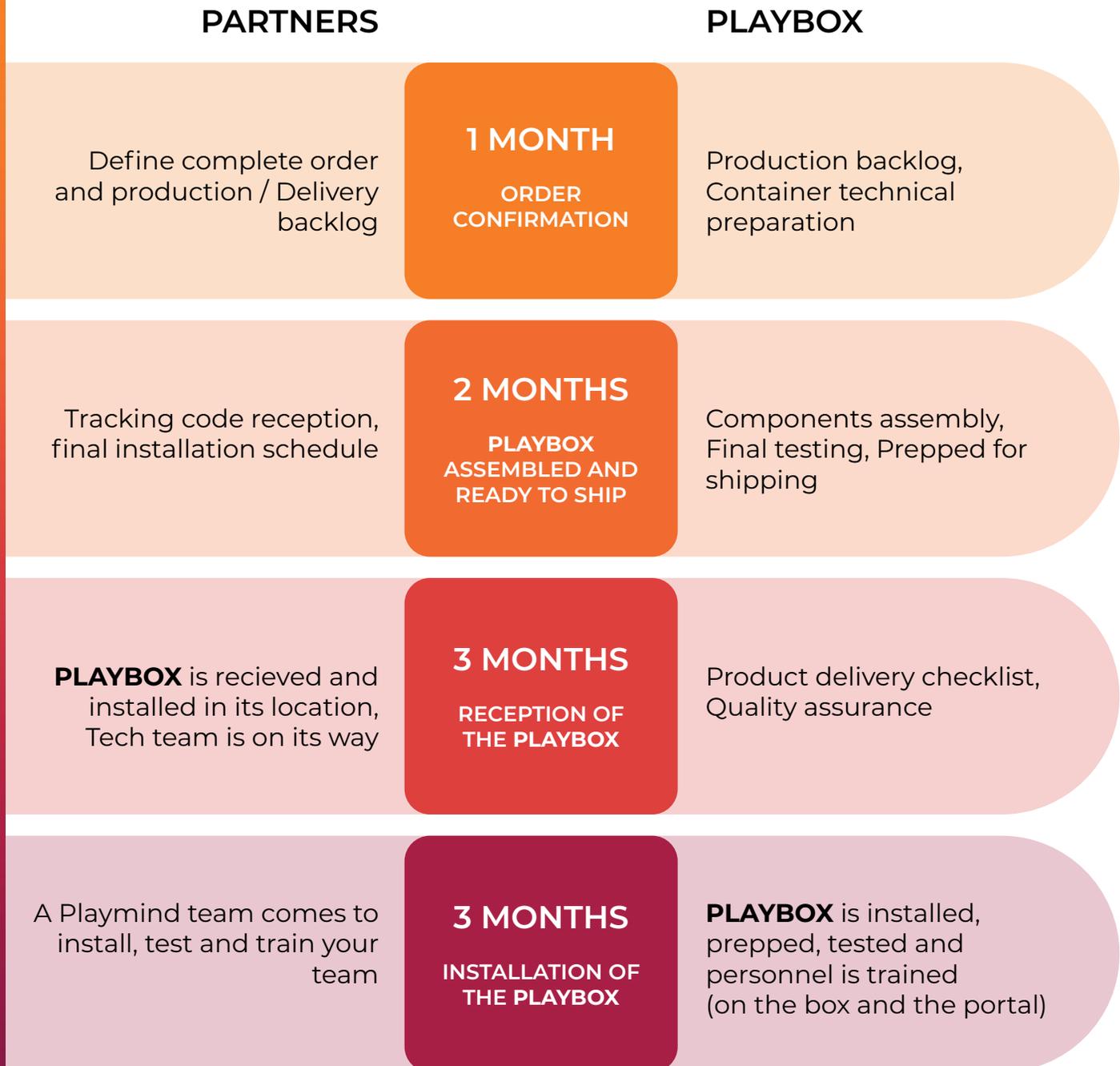


Awnings to protect your screen and visitors from the sun

TIMELINE OVERVIEW

TIMELINE OVERVIEW

This timeline is meant to be indicative, each project is different and requires more or less resources.



BUDGET AND ROI OVERVIEW

GAME LICENSING MODELS

We offer 2 simple access plans to the online catalog of exciting games!

PRE-PAID LICENSE

Games in the catalog are not included in the purchase of the physical **PLAYBOX** and do bear a license fee to be paid for the usage period.

There is a fixed license fee for each game, which vary in time and costs.

Longer license periods have higher discounted rates. Up to 33% rebate on yearly licenses.

PAY PER GAME

This model gives you have access to the entire game catalog with no up-front licence fees!

It's actually based on a Pay Par Game model where you pay a minimal amount, anywhere from \$0.25 to \$1 for each game session that is launched regardless of the number of paying customers. This model eliminates the risk and gives you the chance to try multiple games with different audiences at no additional cost but a small fraction of the revenues you generate from the games!

INCREASE YOUR REVENUES

PLAYBOX is a new revenue generator for your operations! Add the **PLAYBOX** to your offering and attract new visitors and keep your current ones engaged physically with the games!

In fact, the **PLAYBOX** can generate well above \$1M in revenues at optimal capacity for a yearly operation season! And that's based on a \$5 per player. Making the ROI a quick reality and increasing profits! We can determine together what is your revenue potential and ROI depending on your operating season and visitor attendance. Reach out to our Business Development team for more details and a personalized revenue analysis.

ROI

PRE-PAID LICENSE

This model is a classic model where content licenses are paid up-front and no additional license fees or other charges are billed.

Designed for high trafficked locations, amortizing this model is a question of traffic and daily visitors. Also designed for operators who want to pay up-front and manage the risk.

Here is an example using the Mature Zombie game for a 1 month period:
30 days of operation

- Cost of license: \$1,529 / Month (Longer license terms provide rebates based on duration)

This license fee is not impacted by the number of players or game sessions launched on the game for any given period.

100 paying customers per day.

- Revenues for 30 days operation:
 $100 \times 30 = 3,000$ players
 $3,000 \times \$5$ (ticket price) = \$15,000 gross revenues
- Minus license costs: \$1,529

Net revenues to operator for the period: \$13,471

* If you don't know which model suits you best, don't hesitate to contact us for advice.

ROI

PAY PER GAME

This model provides you with an all-access to the game store with no limitations on the games you wish to install on your unit and with no upfront license fees but based on a Pay per use model.

Designed for smaller trafficked areas and seasonal operators and as opposed to the Up-Front license payment model, this model charges a cost per game session launched irrelevant of the number of players for that games session for the month's operations. Reducing the up-front risk for you, the operator.

Here is an example using the Mature Zombie game:

30 days operation

- 100 paying customers per day with an average of 4 players per launched session
- Revenue per game session based on these numbers: \$20 / Game session

Revenues for 30 days operation:

- $100 \times 30 = 3,000$ players
- $3,000 \times \$5$ (ticket price) = \$15,000 gross revenues

25 game sessions (100/4) launched per day X 30 = 750 total games sessions

- Cost per game session 1\$
- Total license fees : \$750 - To be invoiced during the following month.

Net revenues to operator for the period: \$14,250

* If you don't know which model suits you best, don't hesitate to contact us for advice.

SUPPORT SERVICES

In order to ensure complete satisfaction of our partner as well as ensure flawless operation of the **PLAYBOX**, the following support and training services are included in the proposal.

We also offer a technical support : remote access, warrenty periods, general technical support conditions and training.

For more information, please contact us.

2020
EDITION

PLAYBOX

6749 St-Laurent Blvd., Montreal, Quebec, Canada
H2S 3C8
+ 1 514 845-6555

info@playbox.games
www.playbox.games
www.playmind.com



@Playmind @PLAYBOX 2020 - All rights reserved

The information contained in this document is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of PLAYMIND.