

## "The Activation" for Residential Communities

### Currently

Residential Communities are competing in a very lucrative marketplace, normally within the centre of famous cities. Typically, these are high rise developments that offer uninterrupted views of famous iconic landmarks. Offering the very highest Five-Star resident facilities normally including a swimming pool, gymnasium, health spa, business lounge and landscaped communal gardens. In highly secured 24-hour concierge with underground parking, so the residents feel safe and relaxed.

The highest standards of living experience are offered, enticing wealthy individuals who are paying for the privilege. Apartments are built to an incredibly high quality, with residents often co-designing the layout to meet their own specific requirements. Normally the developments are situated beside a plethora of exciting retail and commercial offices, to make lifestyles even more enjoyable. Award winning restaurants, famous entertainments and iconic landmarks are often in close proximity, ensuring the apartments are highly sought after within the city.

A variety of Sports are normally offered to attract residents, however due to the high value of the real estate, there is often a trade-off. With many developers offering just a single Sport such as a Golf Simulator, so appealing to the minimum number of residents.

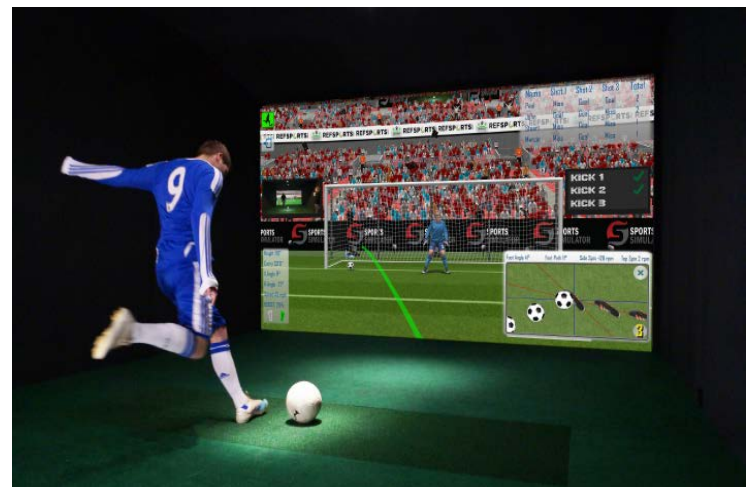


## Requirement

Developers normally focus on including a stunning private health club with a sauna, steam room and jacuzzi. There is usually a beautifully designed pool where residents can relax and restore body and soul. A fully equipped gymnasium and exercise studio provide an excellent environment in which to enjoy fitness or a session with a private trainer.

To take residential communities to the next level, it is very important to focus on the residential entertainment and sports combined. Enabling residents of all ages, both sexes and backgrounds to enjoy their leisure time together as much as possible. As well as finding leisure a superb way of integrating, within their unique residential community.

Instead of installing a single sports technology such as a golf simulator, it is important that developers cater for all residents utilising the latest multi sports technology. So that the largest number of sports are offered, ensuring that residents are continually entertained and enthralled, playing within the same sporting venues as the sporting calendar.





## Solution

By installing the Surround HD or the Premium UHD Super Simulators within the residential community, the ultimate "Residential Entertainment Activation" is achieved. Most developers wishing to install the Surround 270° Simulator, to create the very best visual experience for residents. By offering 25+ Popular Sports playable on 525+ Game Challenges and within 1575+ different Sporting Venues. Residents are able for the very first time to play inside their own team's stadium, doing a sporting challenge that they have always dreamed of, becomes a reality. Connecting the technology to the internet, enables monthly free updates. The latest new sports, game challenges and sporting venues are continually added, which the developers own marketing and social media department will find very beneficial.

Staff can very easily run fun and exciting competitions, which will keep residents entertained, so that that community is a continually enthralling environment. This raises the marketing profile further with very little effort, enticing guests of residents to consider buying apartments themselves at this or another one of the developers' incredible residencies. As well as raising the all-important satisfaction levels for residents, this will have knock on benefits as they will wish to share with friends and family on social media.

Corporate branding and advertising signage is easily added to the hoardings, the pitch, the moving targets, the balls, video screens and the object target, with partners brand(s) own imagery and video movies embedded, generating another income stream. Customising the simulator with different languages, and media content, so even religious tolerance is catered for is important for global organisations.



## Return of Investment

Return of Investment is very important for residential developers. Normally when investing in a new leisure activity, it can take some time to get the perceived financial benefits. By investing in this unique Interactive Technology, the return on investment is within 3 months, due to the increased appeal for wealthy individuals, who will wish to purchase high-end apartments. Depending upon the location the developer can even charge for the usage too, although our recommendation is to offer it for free, as the community occupancy will rise significantly. This benefits the developers' ability to sell all the apartments in a shorter timeframe, resulting in a quicker return of investment. If accommodation is also offered the simulator increases the value of room rates, occupancy levels, bar takings and restaurant takings.



## In-Community Competitions

The Interactive Technology can easily be setup to run exciting in-community competitions and networked online tournaments, in-conjunction with today's major sporting events. Players can compete on the same top sporting tournaments and matches, such as the Premiership, PGA Tour, La Liga, MLS, NFL, NHL and NBA. Current Stadium Sports playable include Football, Gridiron, Golf, Tennis, Cricket, Rugby Union, Rugby League, Baseball, Basketball, Ice Hockey, Field Hockey, Foot Golf, Mini Golf. Contest Golf, Aussie Rules, Gaelic Football, Bandy, Handball, Softball, Disc Golf, Netball, Volleyball, Twenty20, Rugby Sevens & Contest Archery. Another 15+ Sports currently under development – including Bowling, Archery, Floorball, Dodgeball, Curling, Korfbal, Indoor Soccer, Bocce, Boules, Foot Pool, Hurling, Roller Hockey, Padel, Lacrosse, Croquet & Contest Frisbee.

