



# JURASSIC

THE IMMERSIVE EXPERIENCE™

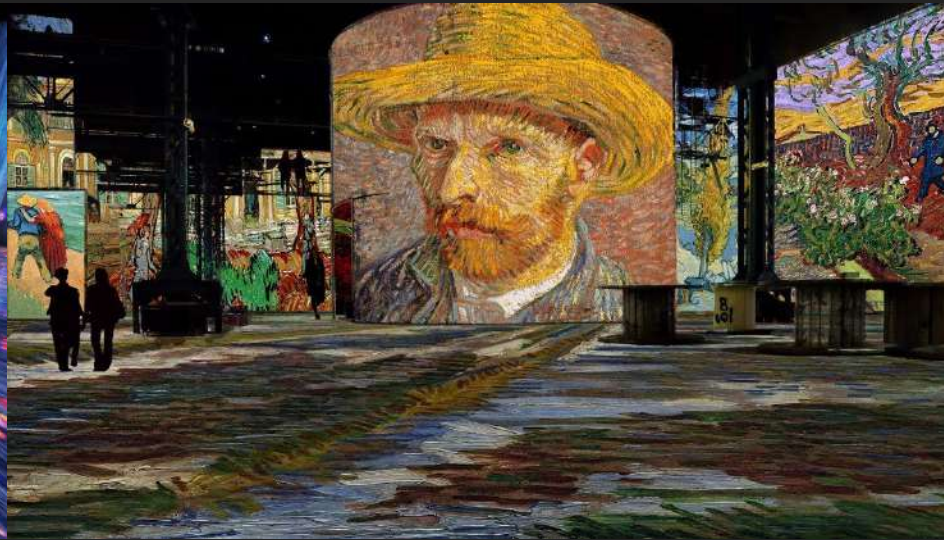


**ATRAKTION**  
next generation entertaining experiences

# FAMOUS IMMERSIVE ART SHOW EXAMPLES



teamLab, Japan



Van Gogh, Immersive Experience, Paris & Touring



Klimt, Immersive Experience, Barcelona & Touring

Immersive experiences pull viewers into another world, allowing them to manipulate and interact with their environment. Immersive art shows have launched this trend, becoming popular around the world.

Attraktion! with its background in family entertainment, has taken this concept and transformed it into family entertainment. Our experience feature a main show room and a series of interactive, media-driven attractions for all ages.

# JURASSIC

THE IMMERSIVE EXPERIENCE™

At Jurassic, visitors can embark on an unforgettable journey into the world of majestic dinosaurs from a bygone era. Instead of encountering generic plastic models, they can digitally explore a diverse range of dinosaur species in a stunning, high-resolution virtual environment.

This interactive experience is unlike any other, seamlessly blending various forms of media to deliver a truly immersive and captivating dinosaur adventure. Discover the wonders of the prehistoric era like never before!



# STORY

We are scripting the near future. Visitors embark on a captivating journey through a recently unveiled, unique prehistoric world that was exposed by an earthquake. Here, dinosaurs have silently thrived, hidden from humanity for millions of years.

Our adventures kick off from the research camp. There, we immerse ourselves in protected habitats and explore various species of dinosaurs up close. Exciting challenges await us, allowing us to interact with a diverse array of these magnificent creatures.

Group size: max 15 visitors, dispatching every 7.5 mins

Hourly capacity: max 120 visitors

Average duration of stay: 60 mins



# MAIN SHOW AT JURASSIC

We continue our journey to the top of the elevator, where a large clearing awaits us. Here, we experience a breathtaking live scenery with monumental size dinosaurs. We can even interact with them!

This 15-min show represents the pinnacle of the exhibition.



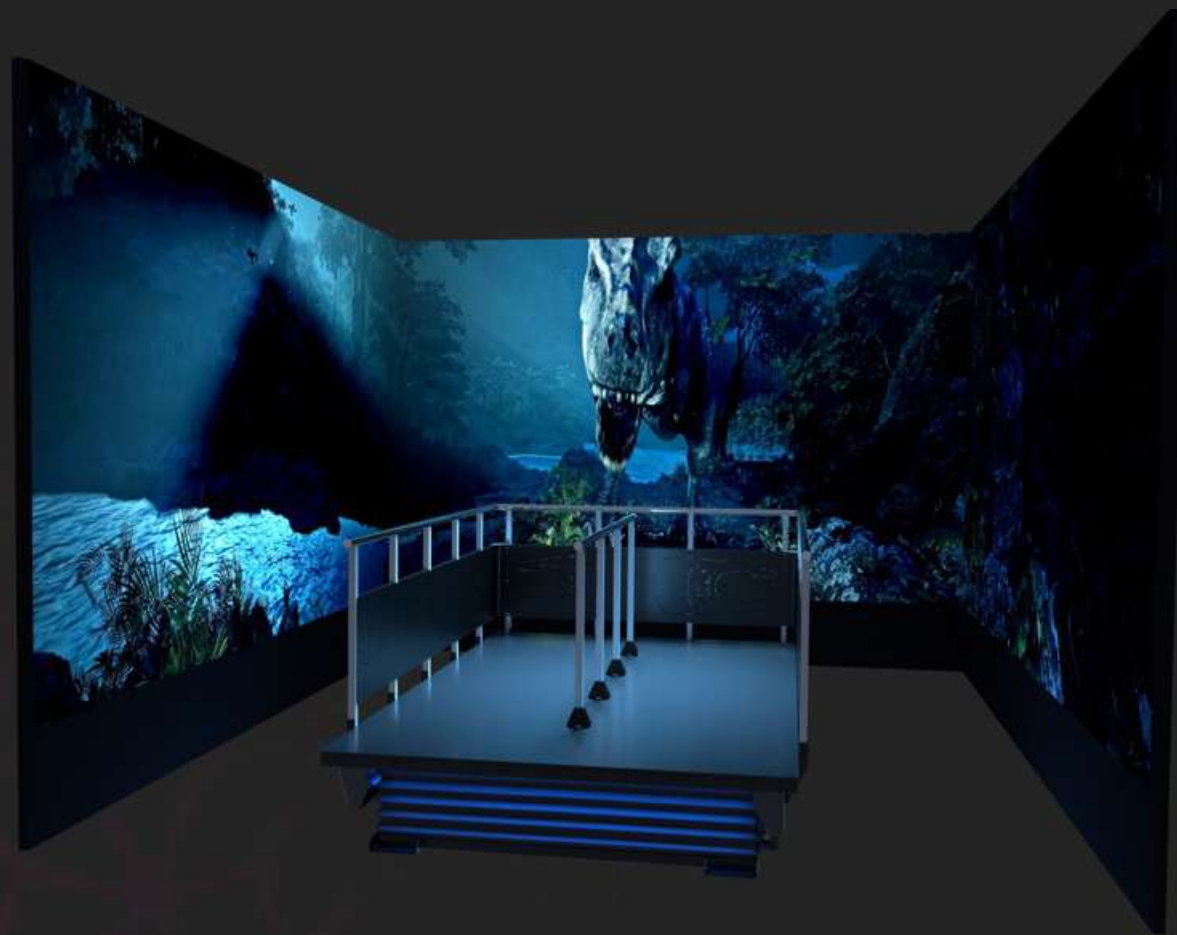
# MAIN SHOW AT JURASSIC



# EXPLORER 5D

Back at the camp, we can relive the discovery of the Dino refuge itself through an immersive 270-degree Explorer experience, featuring a Jeep ride with a motion platform.

The Explorer allows visitors to witness the adventure alongside scientist Erica Hunt as the dinosaurs were discovered immediately after the earthquake.



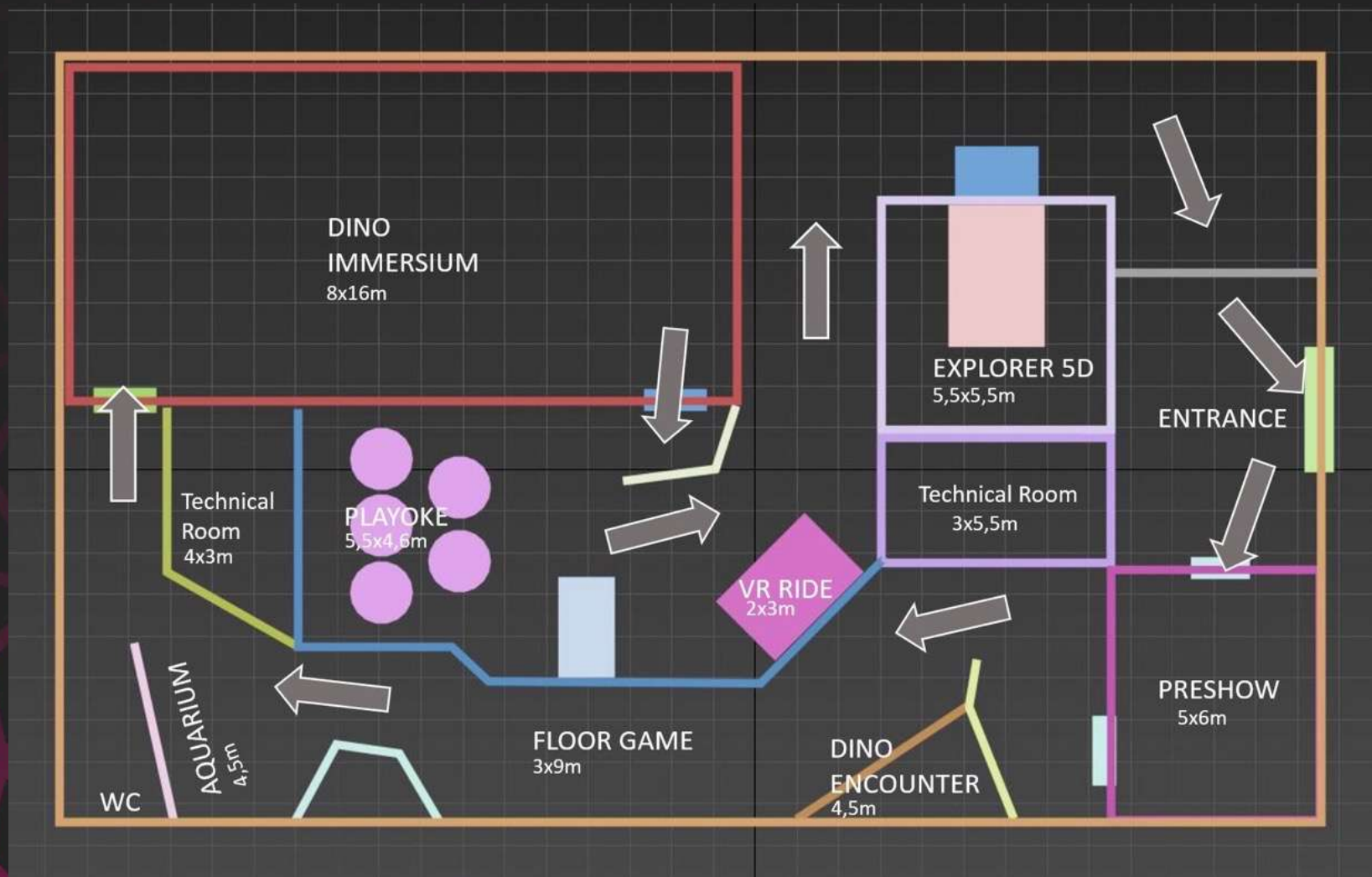


# PLAYOKE

In Playoke Camp, children have the opportunity to replicate Dino moves under guidance, and compete with other children to demonstrate their proficiency in mimicking the coolest Dino moves.



# EXHIBITION SPACE



Jurassic can be realized from 600m<sup>2</sup> and ideally requires approx. 1.000m<sup>2</sup> of exhibition space.

# UPCOMING PROJECTS

- Jurassic the Immersive Experience in Vienna, Austria
- Jurassic the Immersive Experience at LarGibbon Liaqah Center in Dammam, Saudi Arabia

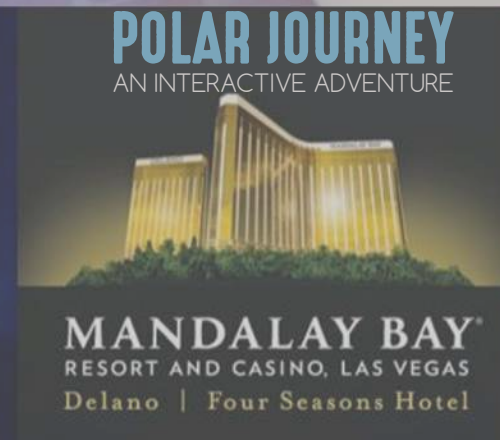




POLAR JOURNEY, THE FIRST IMMERSIVE EXHIBITION OF ATTRAKTION!,  
WAS AT MANDALAY BAY CASINO IN LAS VEGAS.



OVER 1.5 MILLION VISITORS HAVE VISITED IT IN LESS THAN 3 YEARS!



# PURELY DIGITAL EXHIBITION CONCEPT

Jurassic exhibition can be easily implemented into other themed exhibitions without needing any special modifications. For example, an extended Polar exhibition can be created in the same layout after several months



Jurassic / Polar Touring 800m<sup>2</sup> layout

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