



ADVANCED DARK RIDE

Concept Brochure

ZIERER

LEISURE
EXPERT
GROUP



**“THE ADVANCED DARKRIDE
SYSTEM BY ZIERER ENABLES
PARKS TO OFFER A FUN AND
DYNAMIC RIDE EXPERIENCE AT A
VERY COMPETITIVE PRICE POINT”**



5 DOF MOTION

**SPECIAL EFFECTS INTEGRATED
INTO RIDE VEHICLE**

HIGH CAPACITY VEHICLES

**MULTITUDE OF INTERACTIVE
OPTIONS AVAILABLE**

FAST ACCELERATION AND SPEED

**EASILY RETROFITTED TO EXISTING
BUILDING DUE TO NO FOUNDATIONS
OR LEVELLED FLOOR REQUIRED**

**OPTIONAL ELEVATOR UTILIZING
SPACE OVER MULTIPLE LEVELS**

QUALITY BUILT IN GERMANY

**MOVEMENT SYNCHRONIZED WITH
IMMERSIVE CONTENT**

ADVANCED DARK RIDE SYSTEM

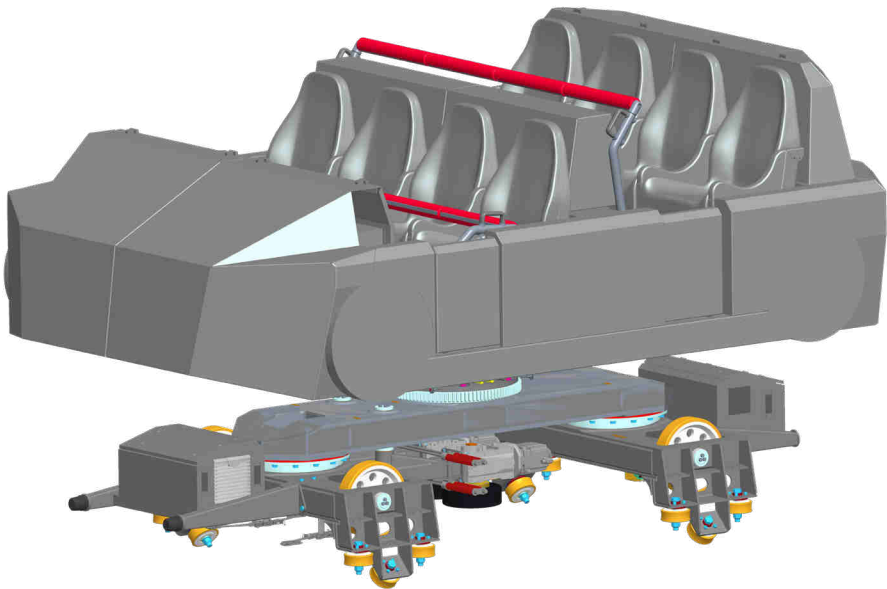
ZIERER's Advanced Dark Ride System presents a rail-guided vehicle and track system with dynamic movements in five directions. The vehicle can pitch, yaw and roll and combined with relative movement of the track chassis in track direction, it can also simulate forwards and backwards motion for a total of 5 DOF (Degrees of Freedom).

This allows for an exhilarating guest experience in which digital content and vehicle movement can be precisely synchronized for unparalleled immersion.

The system can even be equipped with interactive media and hardware to create a more interactive gaming experience.



- Vehicle movement**
Max. Speed: 9 kph
Max. Acceleration: 0,9 m/s2
- Yaw: 360°**
Max. Rotational speed: 90°/s
Max. Acceleration: 90°/s2
- Pitch**
Max. Inclination of 7°
Max. Acceleration of 53°/s2
- Roll**
Max. Inclination of 7°
Max. Acceleration of 50°/s2



INTERACTIVE

EXHILARATING CUSTOM ENGAGING CONTENT FAMILY VERSATILE INTERACTIVE

FAMILY

RELIABLE

RELIABLE ENGINEERING

CUSTOM ENGAGING CONTENT

HIGH CAPACITY

IMMERSIVE

ENGINEERING DYNAMIC IMMERSIVE SPECIAL EFFECTS FAMILY ENDLESS POSSIBILITIES

VERSATILE

ENDLESS POSSIBILITIES

INTERACTIVE EXHILARATING INTERACTIVE 5 DOF IMMERSIVE 5 DOF HIGH CAPACITY

FAMILY

DYNAMIC VERSATILE

CUSTOM

DYNAMIC FUN ENGINEERING SPECIAL EFFECTS VERSATILE HIGH CAPACITY

EXHILARATING FUN SPECIAL EFFECTS

ENGAGING CONTENT ENGAGING CONTENT IMMERSIVE ENDLESS POSSIBILITIES RELIABLE EXHILARATING

5 DOF

5 DOF

HIGH CAPACITY

FUN

FUN



MULTIPLE SIZES, MULTIPLE THEMES

The Advanced Dark Ride is a versatile ride system capable of performing tight turns in a relatively small footprint. The dynamic vehicle movement is completely programmable to accommodate various target audiences. ZIERER and Leisure Expert Group proudly present three different track configurations with a total of six inspiring concepts.



SMALL LAYOUT

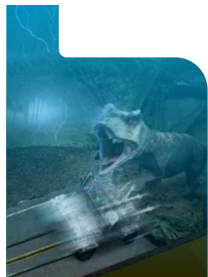


FARM FRENZY

Try to catch the mischievous foxes in an exciting family adventure at the farm



MEDIUM LAYOUT



CRETAR

Escape dangerous dinosaurs in a white knuckle, action packed drive



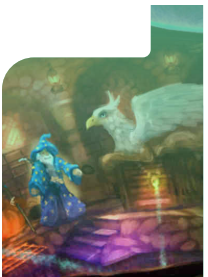
MUSIC FESTIVAL

Experience and interact with the beat across multiple musical genres



DINO-SCAN

Bring back the lost baby dinosaur while conducting research as a palaeontologist



MERLIN'S QUEST

Test your skills as an apprentice magician and catch Merlin's escaped griffin



RAGNAROK

Embark on a mythical journey through the godly realms of northern mythology

“AN IMMERSIVE EXPERIENCE
FOR ANY TARGET AUDIENCE”
“ENDLESS POSSIBILITIES IN MULTIPLE
SIZES AND THEMES”

FARMFRENZY



OVER 4 MINUTES
OF RIDE TIME

100 PPH

12 X 33 M
400 M²

UNIQUE DECOR
TURNTABLE

INTERACTIVE
FAMILY FUN

ABOUT THIS CONCEPT

"WHILE HELPING OUT THE FARMER ON HIS FIELDS WE SEE THAT THE FOXES TRY TO STEAL THE CHICKENS. WE NEED TO STOP THEM BEFORE THEY GET AWAY."

Why this theme?

The farming theme is a generic theme that works with all ages.

Whether you are a shopping mall, a theme park or Family Entertainment Centre, this theme attracts lots of families and smaller children emphasized by the use of a colorful and cartoony style.

Interactive element

Guests use the 'Agri-Gun' onboard the vehicles to shoot various agraric items towards mischievous critters that seek to cause havoc at the farm.

KEY FACTS & FIGURES

This ride features a rotating platform with additional physical set pieces. The combination of digital video content and real world sets makes the ride appear much bigger than it actually is.

Ride duration:	258 seconds
Track length:	20 meters
Throughput:	100 PPH (theoretical)

No. scenes:	4
No. screens:	1
No. vehicles:	1

CRETAR

ABOUT THIS CONCEPT

"WE ARE GOING ON EXPEDITION ON CRETAR; A PLACE WHERE YOU CAN ENCOUNTER THE MOST DANGEROUS DINOSAURS. THEY ARE SAFE BEHIND FENCES, BUT A TROPICAL STORM HITS AND BREAKS DOWN THE ENTIRE RESORT!"

Why this theme?

The theme of the early ages/dinosaurs compels audiences for ages in traditional and new media.

By focusing on an older target audience we can offer more intense content and theming, making this an exciting and thrilling experience.

This theme lends itself very well for a high speed dinosaur chase which works perfectly with the dynamic ride movements of the Advanced Dark Ride system.

KEY FACTS & FIGURES

This ride features a rotating platform with additional physical set pieces. The combination of digital video content and real world sets makes the ride appear much bigger than it actually is.

Ride duration:	258 seconds
Track length:	20 meters
Throughput:	100 PPH (theoretical)

No. scenes:	4
No. screens:	1
No. vehicles:	1

**OVER 4 MINUTES
OF RIDE TIME**

100 PPH

**12 X 33 M
400 M²**

**UNIQUE DECOR
TURNTABLE**

**THRILLING HIGH
SPEED CHASE**

MUSIC FESTIVAL



3.5 MINUTE RIDE

400 PPH

24 X 33 M
765 M²

INTERACTIVE

HIGHLY
COMPETITIVE

ABOUT THIS CONCEPT

"EXPERIENCE THE MUSIC!

TAKE A SEAT ON THE MUSIC EXPRESS AND TRAVEL TO VARIOUS MUSIC FESTIVALS! HELP CONDUCTING A CLASSICAL MUSIC PIECE, JOIN THE COUNTRY BAND BY ADDING SOUND EFFECTS AND GET IN THE GROOVE WHILE DANCING TO 80S MUSIC. GET CARRIED AWAY WITH POSITIVE MUSIC VIBES FROM THE PAST, NOW AND FUTURE!"

Why this theme?

The Music theme and interaction with music is a timeless theme for all ages. By visiting various music genres we serve a wide target audience.

Interactive element

Guests are challenged to become a conductor using a baton to interact with the digital screen content. With the baton, guests are challenged to hit various notes/items in the scene. There is even a bonus for guests that have an excellent sense of rhythm and hit the targets exactly on the right cue.

KEY FACTS & FIGURES

This ride utilizes an interactive baton to interact with live computer generated content on the screens.

Ride duration:	216 seconds
Track length:	65 meters
Throughput:	400 PPH (theoretical)
No. scenes:	5
No. screens:	5
No. vehicles:	4

DINO SCAN



3.5 MINUTE RIDE

400 PPH

24 X 33 M
765 M²

INTERACTIVE

FAMILY FUN

ABOUT THIS CONCEPT

“JURA- THE YOUNG GIRL PALEONTOLOGIST ASKS US FOR HELP BRINGING THIS BABY DINO BACK TO HIS MOM. WHILE TRAVELLING WE CAN ALSO HELP JURA COLLECTING DATA FOR THE POPULATION COUNT BY SCANNING DINOS!”

Why this theme?

The Dinosaur theme is a timeless as well as a classic theme that can be found in multiple themeparks. The continued popularity in both physical attractions as well as the digital domain displays the attractiveness of the theme. By choosing to work with friendly dinosaurs we create an experience for all ages. By using a young girl paleontologist as main character we cater for both girls and boys.

Interactive element

By adding a handscanner to “scan” dinosaurs for palaeontologic research purposes, we add a factor of edutainment and a ‘non-violent’ way to target friendly dinosaurs.

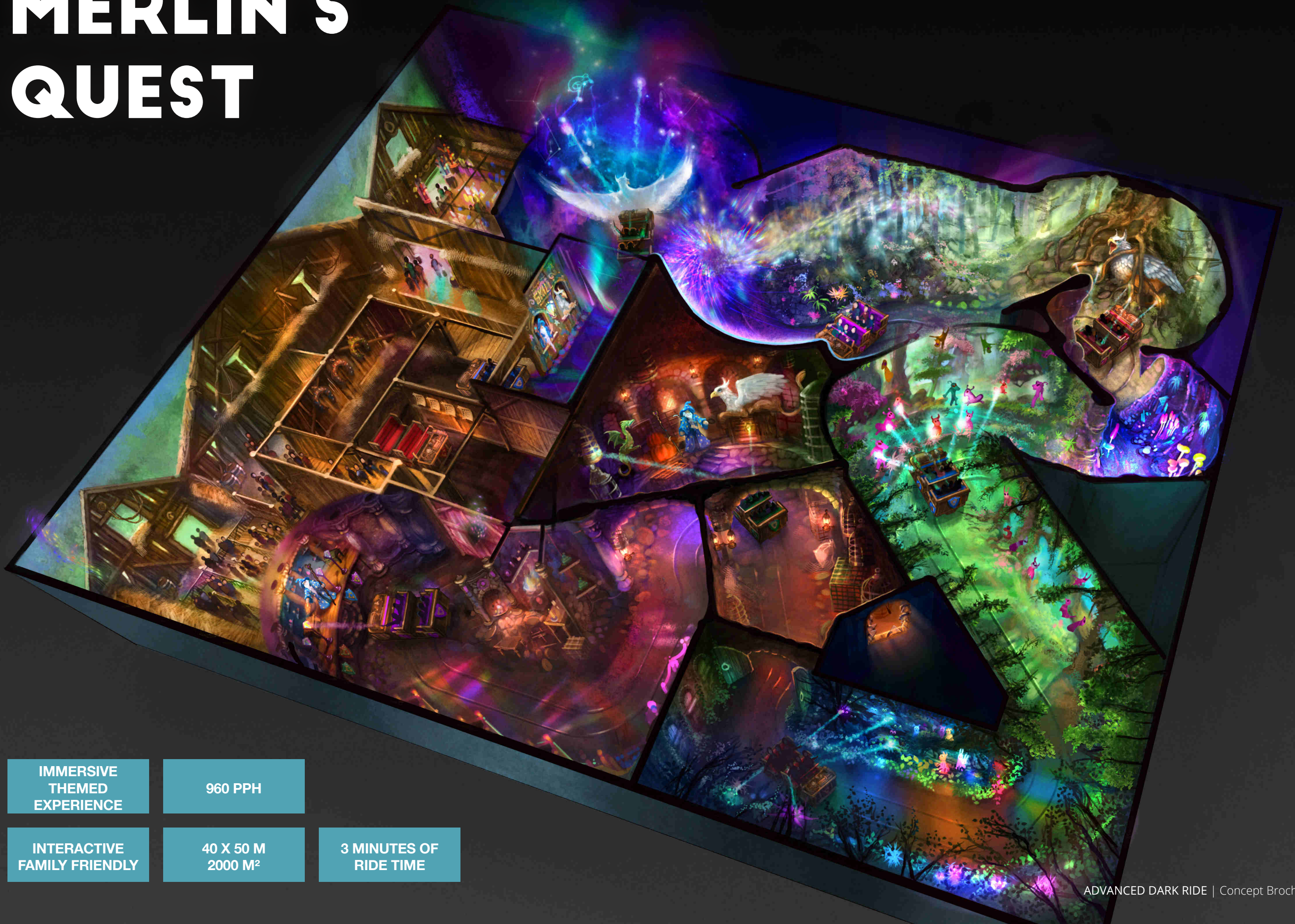
Guests will be ranked based on the field research results and invited to practice their palaeontologic skills in future expeditions.

KEY FACTS & FIGURES

This ride utilizes an interactive handscanner to interact with live computer generated content on the screens.

Ride duration:	216 seconds
Track length:	65 meters
Throughput:	400 PPH (theoretical)
No. scenes:	5
No. screens:	5
No. vehicles:	4

MERLIN'S QUEST



IMMERSIVE
THEMED
EXPERIENCE

960 PPH

INTERACTIVE
FAMILY FRIENDLY

40 X 50 M
2000 M²

3 MINUTES OF
RIDE TIME



**MERLIN INVITES US TO SHOW OUR MAGIC SKILLS.
ARE WE GOOD ENOUGH TO JOIN THE RANKS OF
GRAND WIZARDS?**

**BUT SOMETHING GOES WRONG WHILE BEING TESTED
AND MERLIN'S BELOVED PET; A GRIFFIN, ESCAPES.
NOW IT IS UP TO US TO BRING HER BACK HOME.**



ABOUT THIS CONCEPT

"MERLIN tests us TO recruit THE NEXT GREAT WIZARDS, BUT Merlin's pet ESCAPES! IT IS UP TO US - WIZARD TRAINEES - TO BRING HER HOME!"

Why this theme?

The Magic/Fantasy theme is generic, it will be suitable for multiple parks. The theme of magic & fantasy is timeless yet still popular in media.

By focusing on families and kids ages 7 and up we emphasize the game/interactivity element and keep the creatures and environments on the colourful / cartoony side.

Interactive element

Using a magic wand to interact with both digital content and physical set pieces.

The more you hit/do the more points you get. In the end there will be a pay off where you can find out your grand wizard rank.

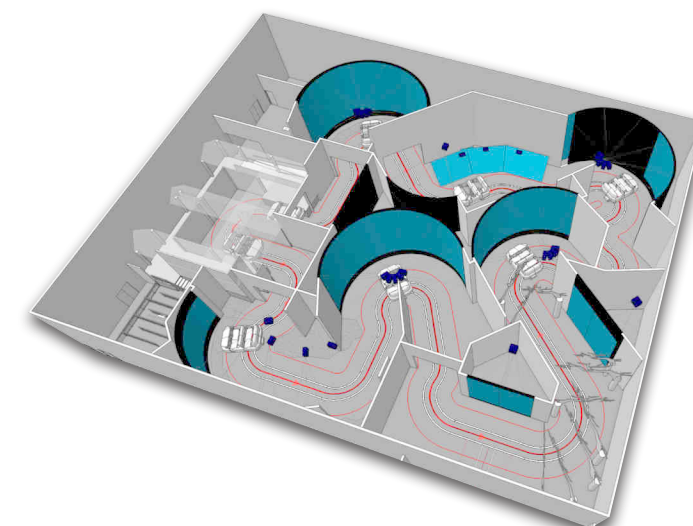
This creates competition and re-rideability.

KEY FACTS & FIGURES

This ride utilizes an interactive wand system to interact with the environment both digitally and physically

Ride duration:	180 seconds
Track length:	180 meters
Throughput:	960 PPH (theoretical)

No. scenes:	9
No. screens:	9
No. vehicles:	7



RAGNAROK



THRILLING
AND EXCITING
ADVENTURE

960 PPH

IMMERSIVE
STORY QUEST

40 X 50 M
2000 M²

4 MINUTES OF
RIDE TIME



ABOUT THIS CONCEPT

"TIME IS RUNNING OUT AND ODIN NEEDS OUR HELP. HE CREATED A VESSEL THAT CAN TRAVEL INBETWEEN REALMS BY SURFING THE MAGICAL 'BIFROST'. IT WILL BE A DARK AND EPIC JOURNEY. ARE YOU BRAVE ENOUGH?"

Why this theme?

The Viking theme is timeless and also popular in old and recent media, with a recent revival due to popular shows, movies, books and games. Most of them heavily based on Nordic mythology which has become more and more mainstream.

The Viking theme is also generic enough to be integrated in most existing or newly developed themepark areas.

The story and concept of a great adventure/quest requires many changes of scenery, the feeling of movement at high speed and various special effects.

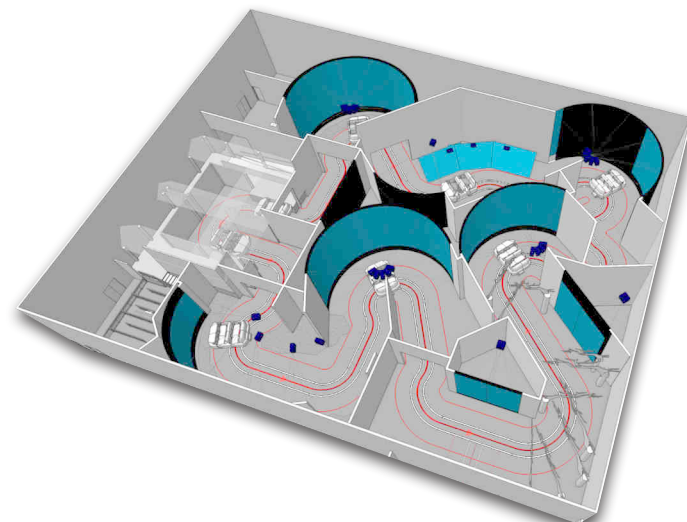
The guests become the heroes of their own story in this ride and will experience a sense of triumph and victory when disembarking from the ride.

KEY FACTS & FIGURES

This ride is narrative driven featuring an exciting and action packed adventure with a great focus on high quality content and immersive physical sets.

Ride duration: 240 seconds
Track length: 180 meters
Throughput: 960 PPH (theoretical)

No. scenes: 9
No. screens: 9
No. vehicles: 9



EMBARK ON AN ADVENTURE THROUGH VARIOUS MYTHICAL REALMS TO HELP ODIN STOP SURTUR FROM ENDING THE WORLD AS WE KNOW IT.



FARM FRENZY

Ride duration:	4 min.
Capacity:	100 pph
Vehicles:	1
Scenes:	4
Dimensions:	12x33 m
Footprint:	400 m2

Interactive



CRETAR

Ride duration:	4 min.
Capacity:	100 pph
Vehicles:	1
Scenes:	4
Dimensions:	12x33 m
Footprint:	400 m2

Non-interactive



DINO-SCAN

Ride duration:	3.5 min.
Capacity:	400 pph
Vehicles:	4
Scenes:	5
Dimensions:	24x33 m
Footprint:	765 m2

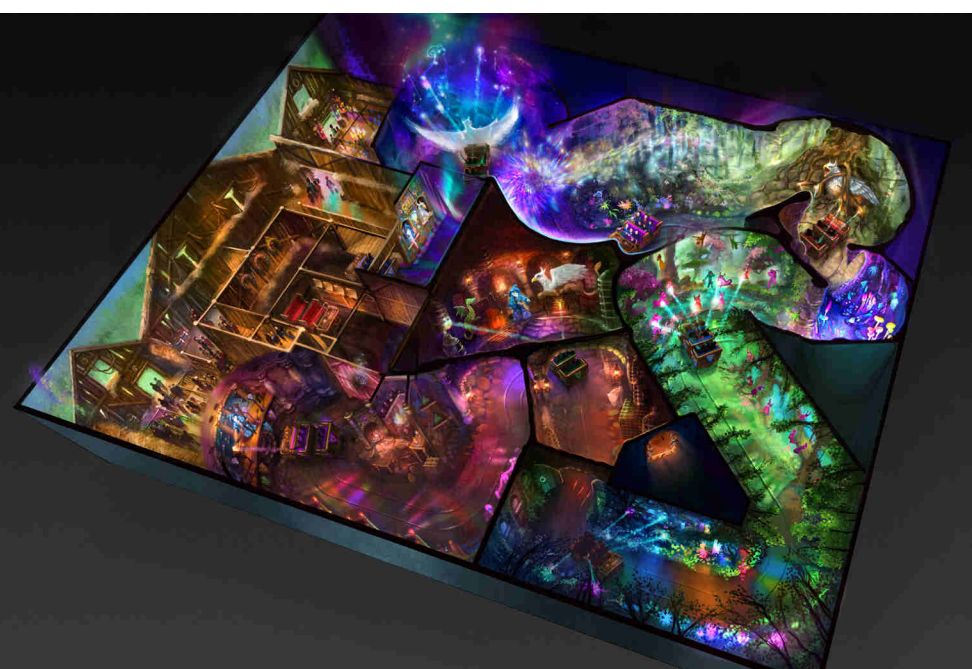
Interactive



MUSIC FESTIVAL

Ride duration:	3.5 min.
Capacity:	400 pph
Vehicles:	4
Scenes:	5
Dimensions:	24x33 m
Footprint:	765 m2

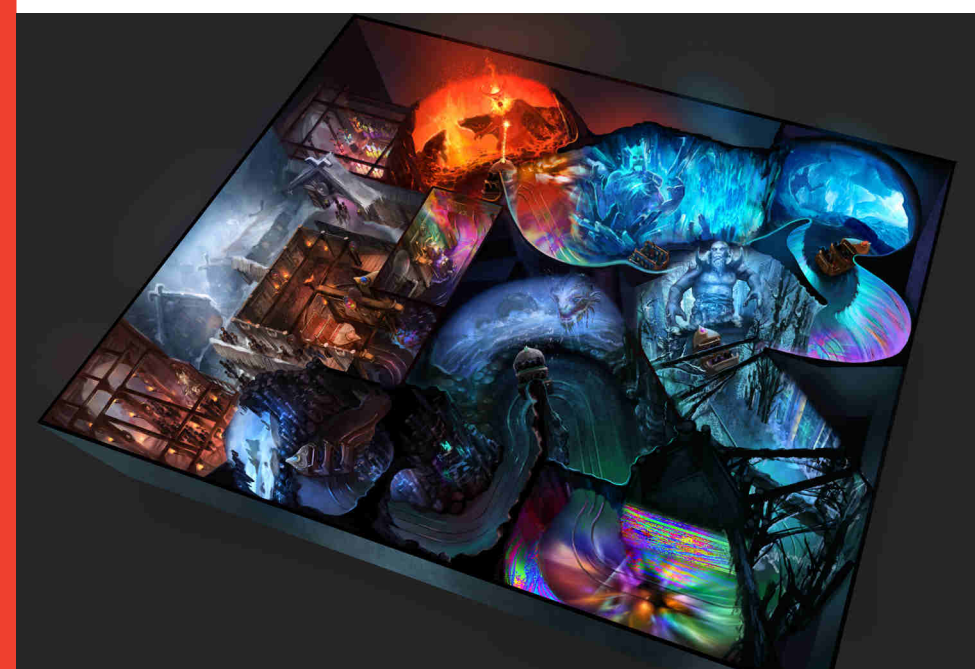
Interactive



MERLIN'S QUEST

Ride duration:	3 min.
Capacity:	960 pph
Vehicles:	7
Scenes:	9
Dimensions:	40x50 m
Footprint:	2000 m2

Interactive



RAGNAROK

Ride duration:	4 min.
Capacity:	960 pph
Vehicles:	9
Scenes:	9
Dimensions:	40x50 m
Footprint:	2000 m2

Non-interactive



LEISURE
EXPERT
GROUP

Zierer is a German company located in Deggendorf, Bavaria. True to its motto: “Zierer inspires”, the company has been manufacturing rides of renown for many years. Its line of production includes the well known and loved “original Wave Swinger”, all kinds of roller coasters, family towers, fun- and major rides as well as the Advanced Dark Ride system. Furthermore, Zierer produces a wide range of individually adjustable family rides and rides that are more thrilling like the Star Shape, etc.

Artistic uniqueness and safety are fundamental with every single design. For many decades Zierer has been a reliable partner for installing and equipping attractions and amusement parks around the globe. Universal, Disney, SeaWorld, the Merlin Entertainment Group (which also includes Legoland Parks worldwide), OCT China as well as the Plopsa Group, Europa Park and many others range among the company’s customers.

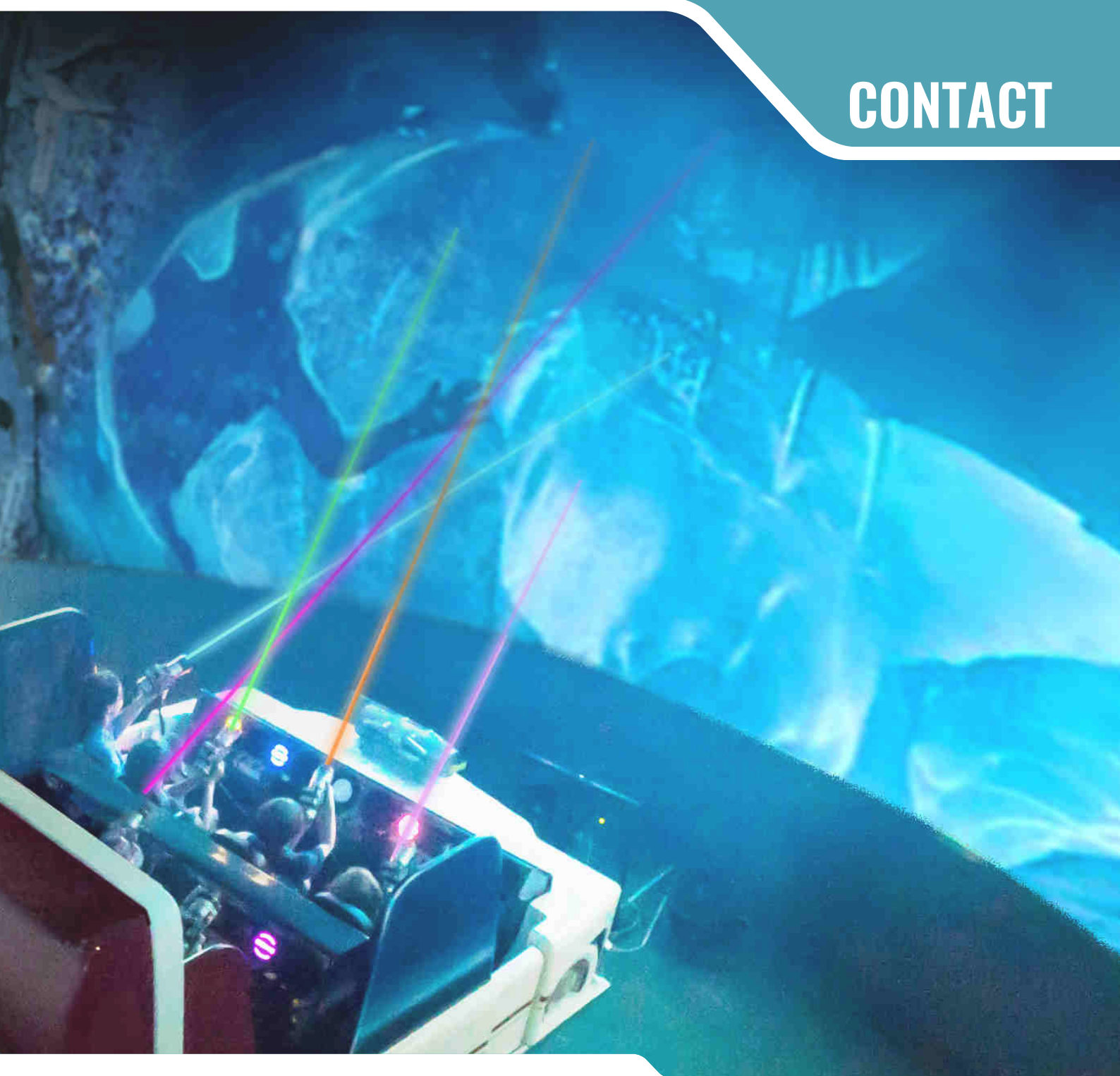
Leisure Expert Group is an experience design company located in Amsterdam, the Netherlands. Consisting of design, architectural and technical experts, the team of Leisure Expert Group is a trusted partner for the leisure and entertainment industry to create feasible and compelling guest experiences. From master planning of complete themed areas or festivals to the full design scope of themed attractions and experiences, projects planned and designed by Leisure Expert Group can be found all around the world.

Leisure Expert Group was asked by ZIERER to develop concepts for their Advanced Dark Ride system that are showcased in this brochure. By using their expertise in concept design, storytelling, technical audiovisual design and operational knowledge, they created six turn key concepts with specific investment budgets, operational requirements and guest experiences in mind.



All concepts and designs in this brochure are the intellectual property of Leisure Expert Group and cannot be copied or used without prior permission of Leisure Expert Group

CONTACT



ZIERER

ZIERER Karussell- und Spezialmaschinenbau GmbH & Co. KG
Josef-Wallner-Straße 5 · 94469 Deggendorf · Germany
+49 991 9106-0 · info@zierer.com
www.zierer.com

LEISURE
EXPERT
GROUP

Leisure Expert Group BV
Entrepotdok 69A · 1018AD Amsterdam · The Netherlands
+31 85 401 1835 · inquiry@leisure-expert.com
www.leisureexpertgroup.com