



rugged. interactive



# World Leading Innovation for Active Fun

- Trampoline Parks
- Indoor Adventure Parks
- Family Activity Centres
- Theme Parks
- Soft Play



rugged. interactive

# Experts in Gamification

Rugged Interactive is a British company established with the aim of using technology and high quality engineering to motivate everyone to be active for a lifetime.

When Rugged Interactive was born in 2009, the prime target was to use innovation and creativity to solve problems - a global lack of activity, poor fitness and a shortfall of motivation.

From that moment onwards we have employed the best people, technology and materials to help us meet our goals. Every product we ship is designed and manufactured in Cornwall, UK with the majority of our suppliers based within a short journey - reducing the delivery miles and impact on the planet.

Using **Gamification** as a lever has ensured that our customers keep coming back for more, and that our features are often the most popular in their locations. In the **indoor adventure sector**, we are now a global leader, producing

an exciting range of market-tested interactive products. These include **Reaction Games, Climbing Challenges, Target Systems** and **Raceway Timers**.

In all the sectors that we work in, from Healthcare to Active fun, Education to Active Aging we've made sure that the tech never takes over and that the final products always remain fun, easy to understand and robust. As we move towards an exciting new future with our foundations remaining strong, and our ambitions firmly in focus.





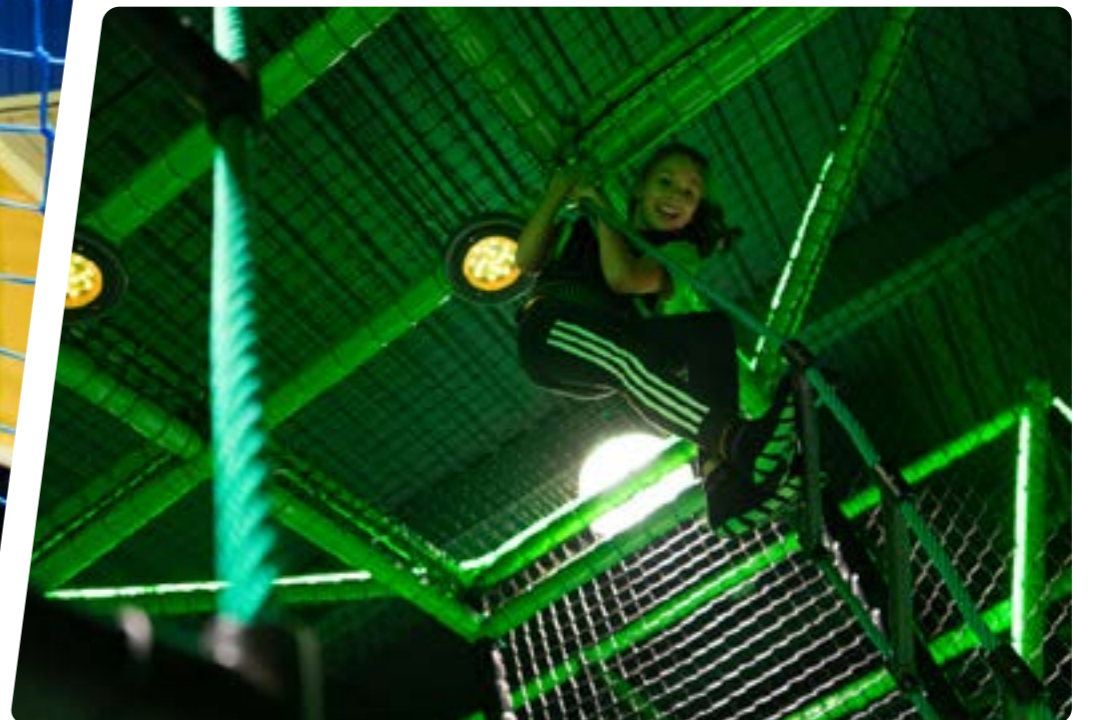
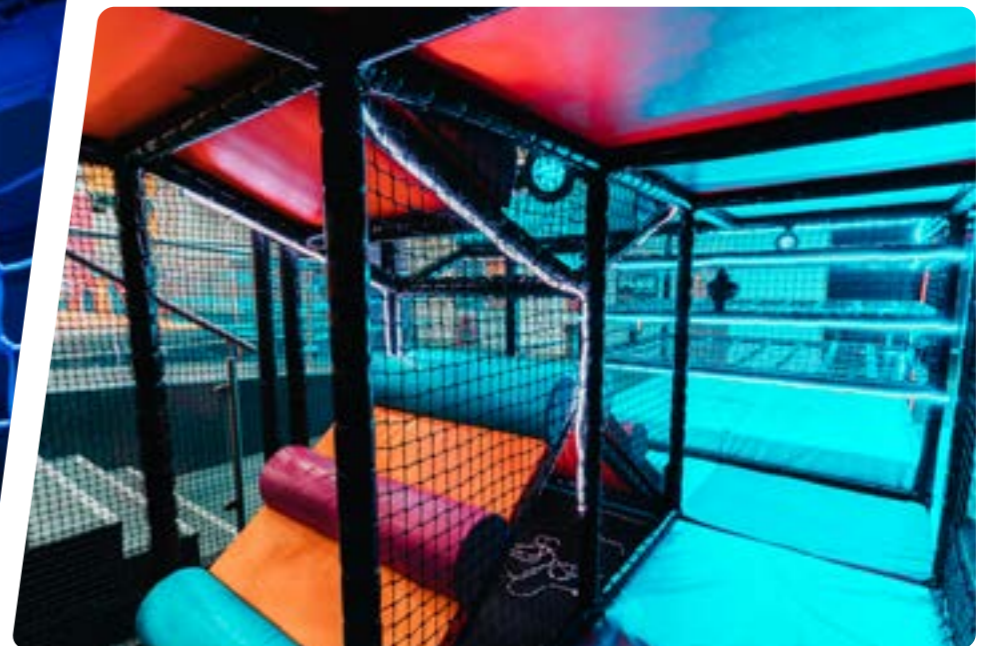
# Gamification Across the Globe



Rugged equipment can be purchased direct, but we think it is best installed through one of our distribution partners.

From Oslo to Oklahoma, and from Bangkok to Buenos Aires, Rugged's interactive features are lighting up all corners of the globe.





## Freedom Gaming

An interactive hunt-the-lights challenge that's perfect for individual free play and competitive team adventures.

- Players climb, crawl and run through obstacles in a fun-filled rush to **hit pods and score points**
- A simple and **inclusive team-based or individual game** that every guest can enjoy, without the complication of RFID
- Offers a **new revenue stream**, attracting birthday party groups, student challenges and corporate team building
- **3 game modes** for group challenges, unsupervised staggered starts and free play



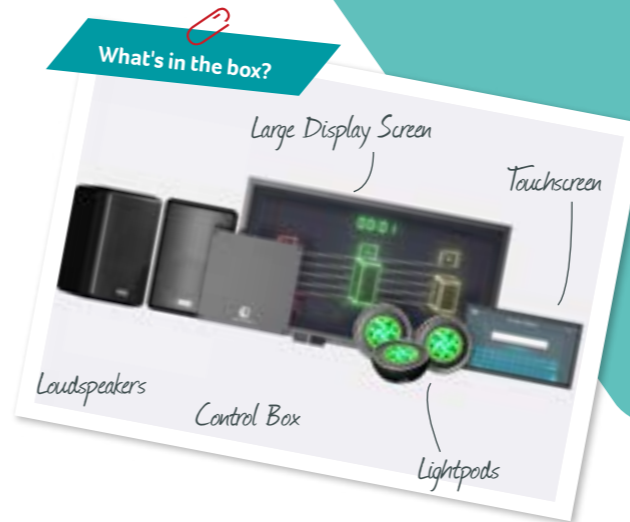


# One System, Multiple Applications

## System Size Options

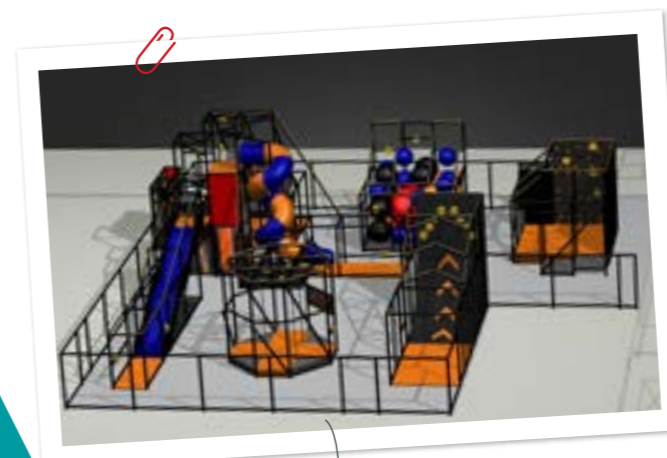
With various package options available, see the table below to calculate how many hubs and pods would be required for your arena size.

<b>Basic Game Zone</b>	<b>2 HUBS</b>	<b>30 PODS</b>
<b>Standard Game Zone</b>	<b>3 HUBS</b>	<b>45 PODS</b>
<b>Mid-Size Game Arena</b>	<b>4 HUBS</b>	<b>60 PODS</b>
<b>Full Game Arena</b>	<b>5 HUBS</b>	<b>75 PODS</b>
<b>Adventure Maze</b>	<b>6 HUBS</b>	<b>90 PODS</b>
<b>Large Adventure Maze</b>	<b>7 HUBS</b>	<b>105 PODS</b>
<b>Labyrinth</b>	<b>8 HUBS</b>	<b>120 PODS</b>



## Adventure Arenas

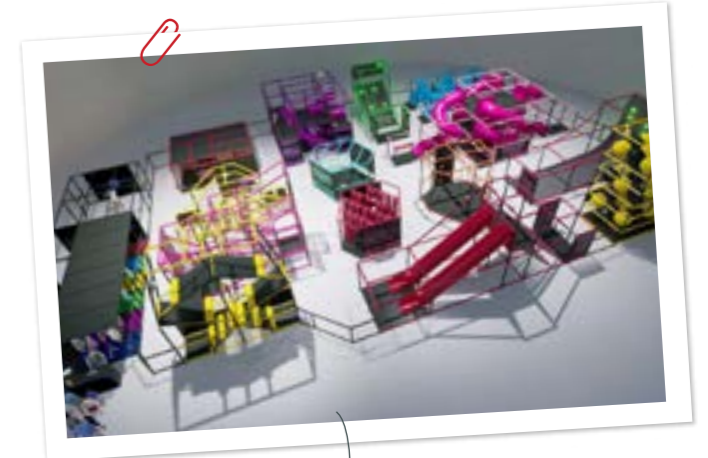
- Proven as a standalone chargeable activity
- A powerful differentiator for any indoor entertainment centre



Sidik

## Indoor Playground

- Expand your target audience – attracts older kids and parties for 9+ years
- Easily integrated into existing soft play structures



The Play Company

## Why Freedom Gaming?



### Ultra Versatile

Suits custom-built multi-challenge arenas or integrates into any soft-play frame. Choose a system size and challenge layout to suit any space and target group.



### Easy to Manage - No RFID

Removes the need for staff to explain, register and issue RFID wristbands to players - saving operators significant annual costs. One less thing to worry about at busy times!



### Low Cost of Maintenance

Low-cost, swap in, swap out pods makes Freedom Gaming easy to maintain.



### Improved Profitability

Operators can boost income by charging higher entry fees or creating a new pay-to-play feature.



### Real Interactivity - Hit Pods to Play

Our lightpods need a real hit or press, which is much more rewarding – and reliable – than waving an RFID wristband over a sensor.



# NinjaPods



Turn a Ninja frame into a digital playground

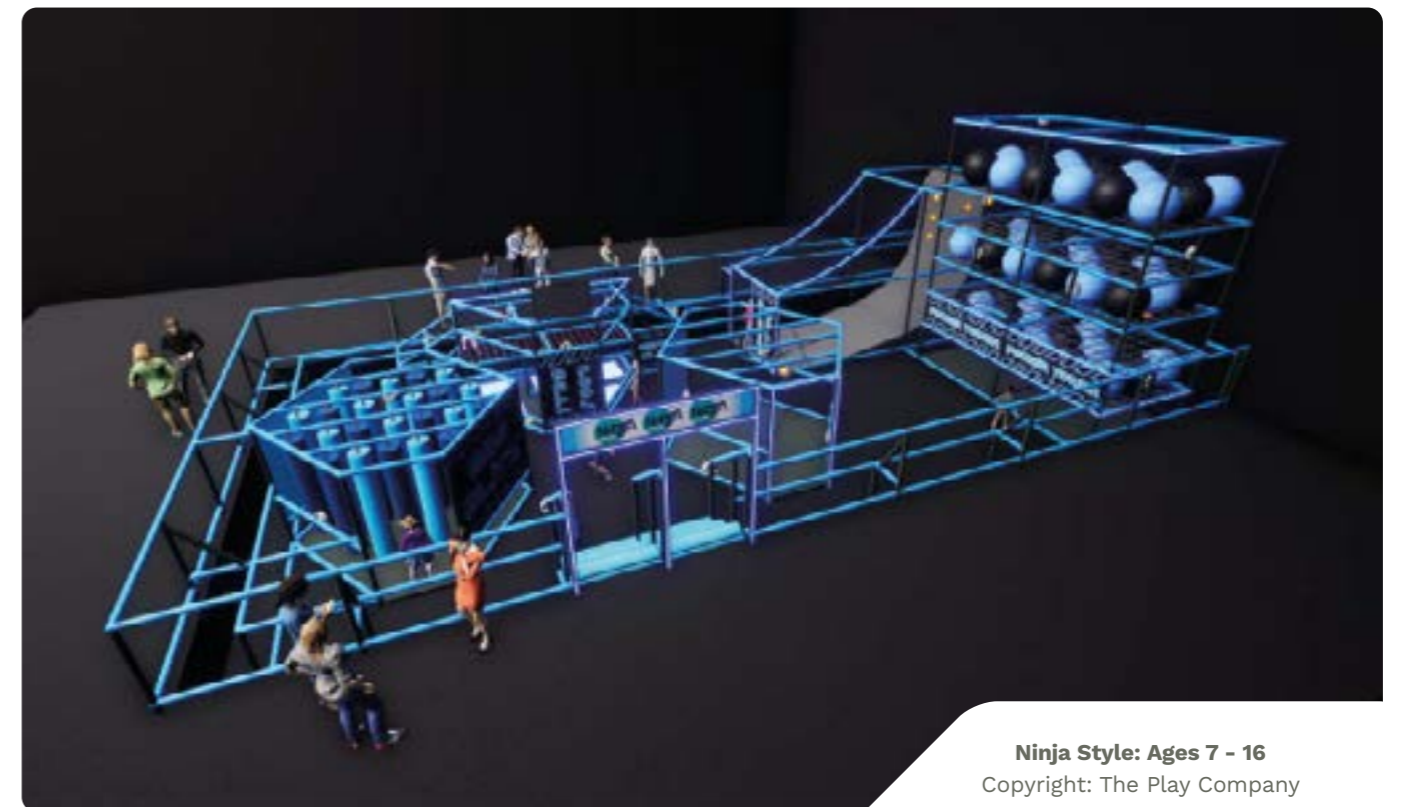
- An ideal way to add **excitement and competition** to an existing Ninja course
- 16 coloured lightpods and large scoreboard screen, with **two gameplay options**: One group game, one 4-way race
- **Easy to start and fun to play**. Perfect for **birthday party** groups or impromptu competitions

“ We wanted something that could be used by everyone from toddlers to adults. The NinjaPods arena ticks those boxes.”

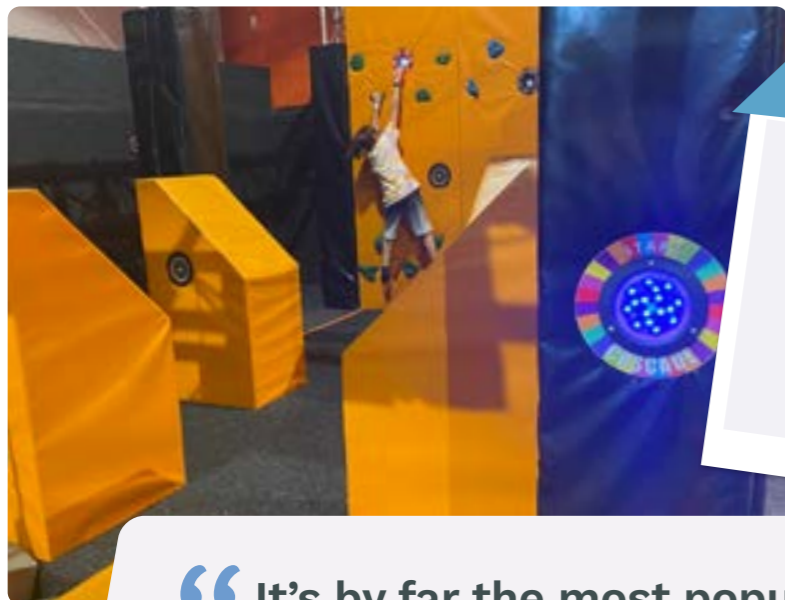
**ADAM HEMMING**  
AirHop, Bristol



**Soft Play Style: Ages 4 - 12**  
Copyright: The Play Company



**Ninja Style: Ages 7 - 16**  
Copyright: The Play Company



What's in the box?

49" Large Display Screen



Control Box

16 Pods Including Two Game Quickstart Pods

“ It's by far the most popular feature in our park now!”

**OWNER**  
Jump City, Cheshunt, UK

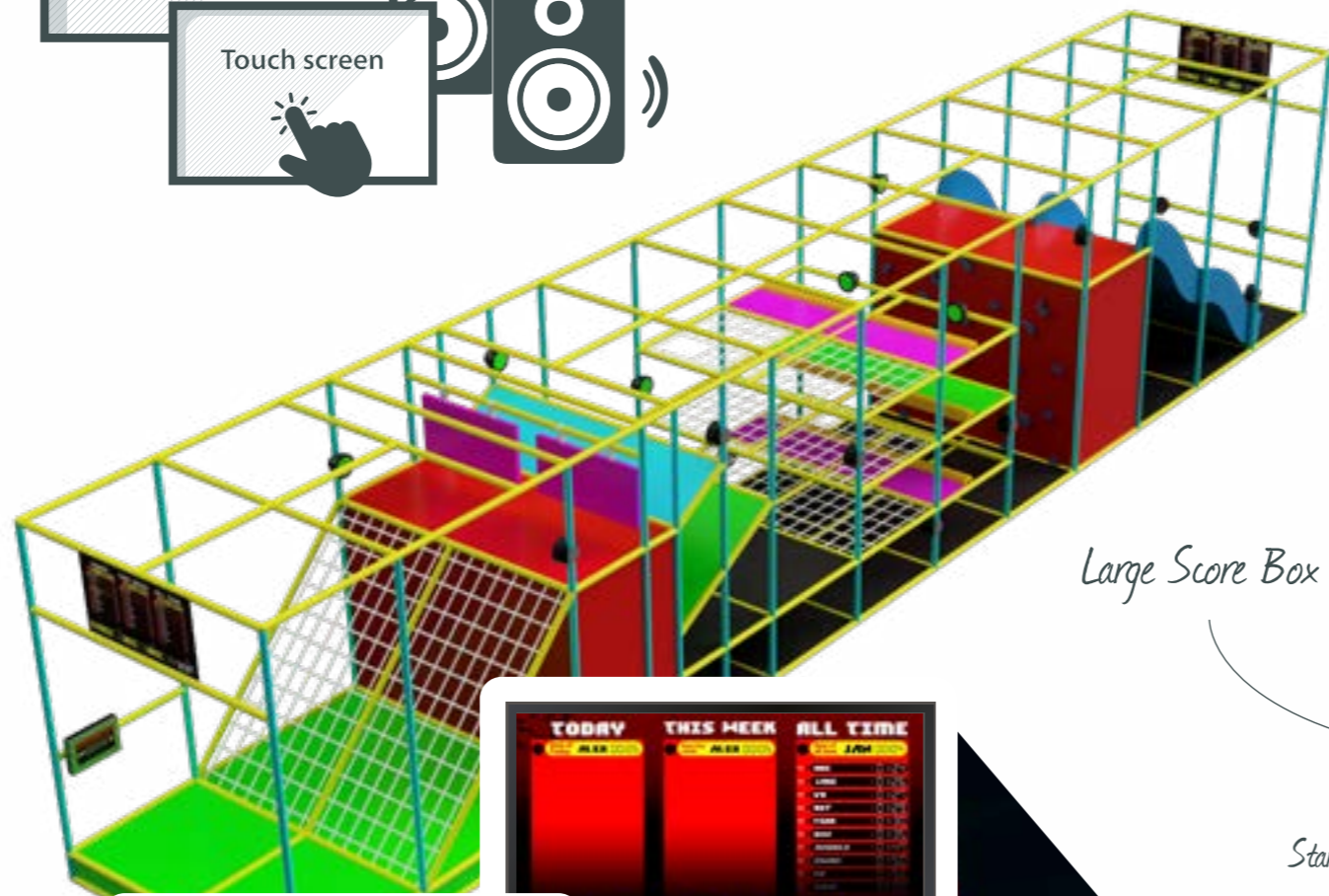
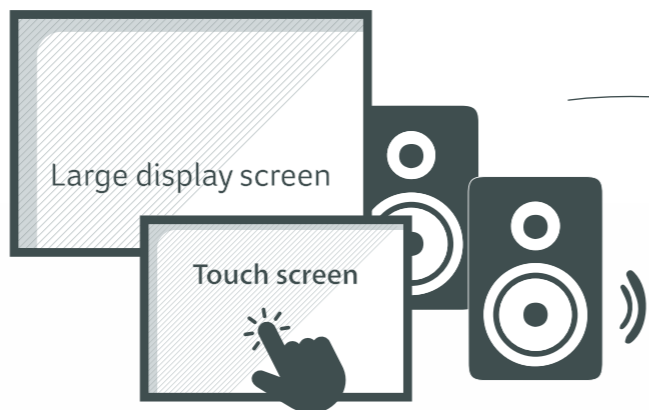


**Ninja Course Conversion**  
Copyright: The Play Company

# Raceway Timers



2x Large display screen



Large Score Box



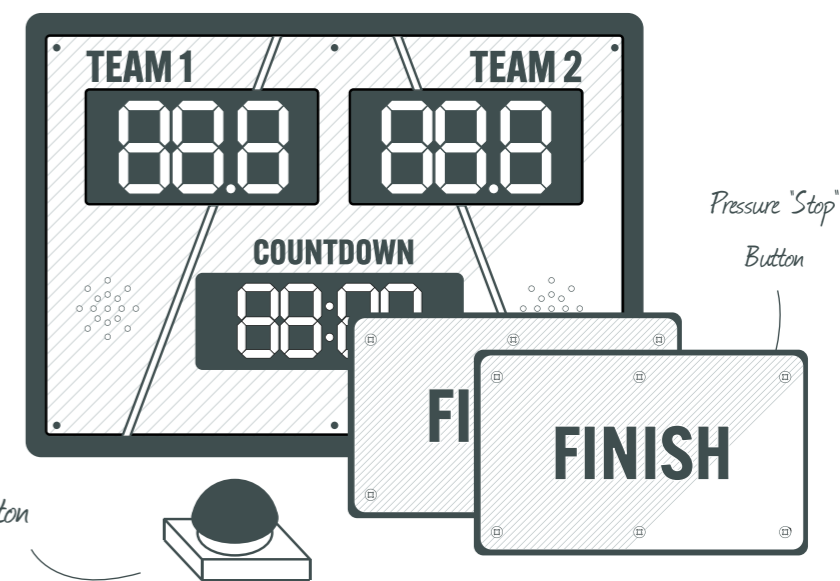
## NINJA TRAC



### Ninja Trac

Race to hit out the pods as you pass through the obstacle/Ninja course.

- A 1- or 2-lane race timer with interactive pods; hit them all to avoid time penalties before you stop the clock
- NinjaTrac is equally suited to **upgrading an existing Ninja run** or **creating a brand new, high-tech feature**
- **Large leaderboard** displays
- In-play graphics and top scores
- Includes 9 pods per lane



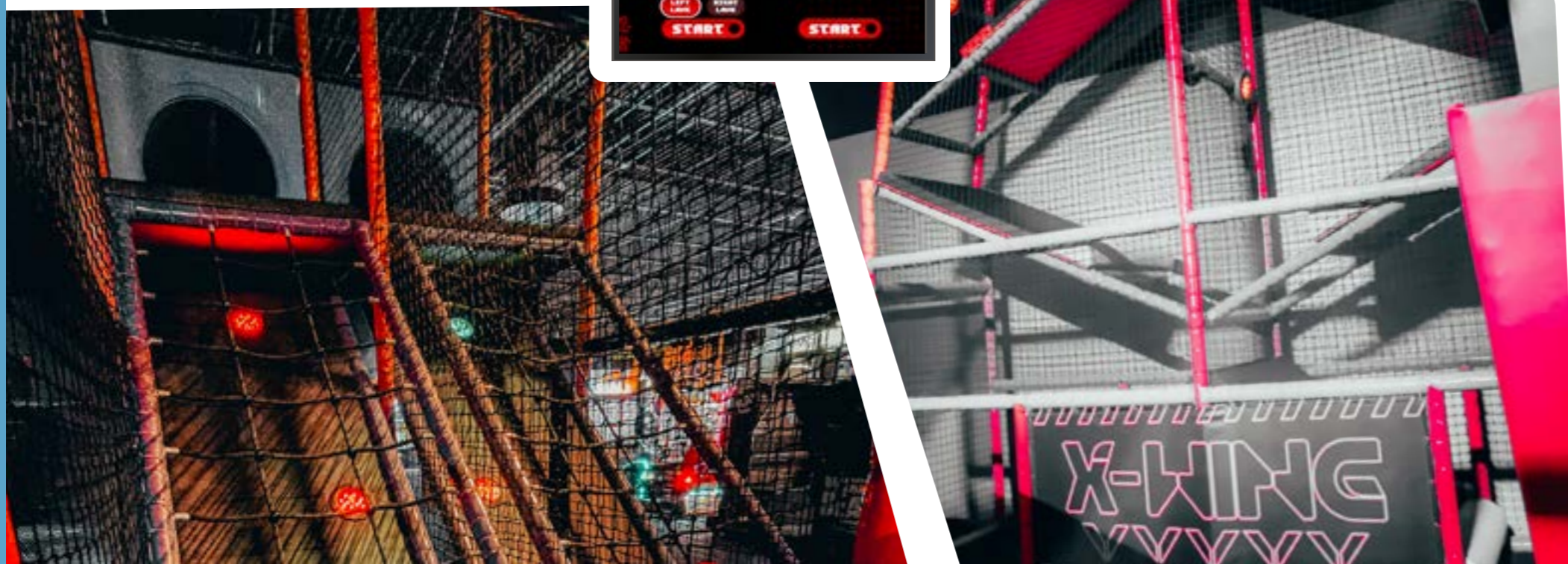
## TRIGGER TRAC

### TriggerTrac



A simple raceway timer that's essential for Ninja runs and obstacle courses.

- **Exciting sound effects** and super accurate timing
- **Easy to integrate** into any existing installation
- Use with our **leaderboard** to track winning times



X-WING



## PowrPlay

Epic interactive target system for multi-sport pitches. Perfect for soccer, handball and penalty shootouts.

- **Exciting sound effects** and fast-paced gameplay make PowrPlay attractive to kids of all ages
- **Competitive challenges** are ideal for team games and birthday parties
- **Three-minute game** ensures a fast throughput of customers

“

Since installing PowrPlay, the pitch hasn't been empty. Kids love it!”

**ANDREW TRIGG**  
Managing Director, Rush Birmingham



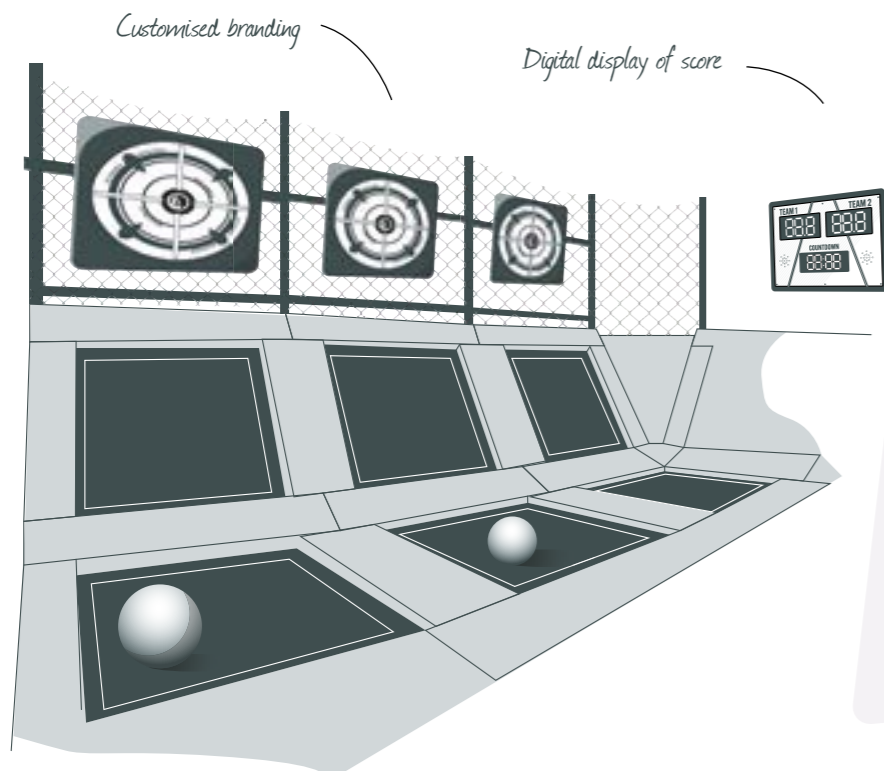
“

We added Soccertot sessions for added value perception. Sessions are always fully booked, and the kids love it, they can't get enough!”

**JEREMY APPIAH**  
Manager, FlipOut Somerset, UK







“ DodgeAttack has gone down extremely well with customers, making the dodgeball court an exciting focal point of fun for a much wider range of kids and teens.”

**SAM WILLIAMS**  
RUSH Trampoline Park, UK.

## DodgeAttack

An interactive target system that will transform your dodgeball court.

- 2-minutes of intense attack and defence that's perfect for parties, corporate events and sports training
- Multiple system sizes available from a head-to-head 2-target game to a full team 8-target system
- Works brilliantly as a side-by-side shooting gallery for 2-target systems
- **Retro-fits easily** into any existing dodgeball court
- Also ideal for non-trampoline **multi-sports arenas**

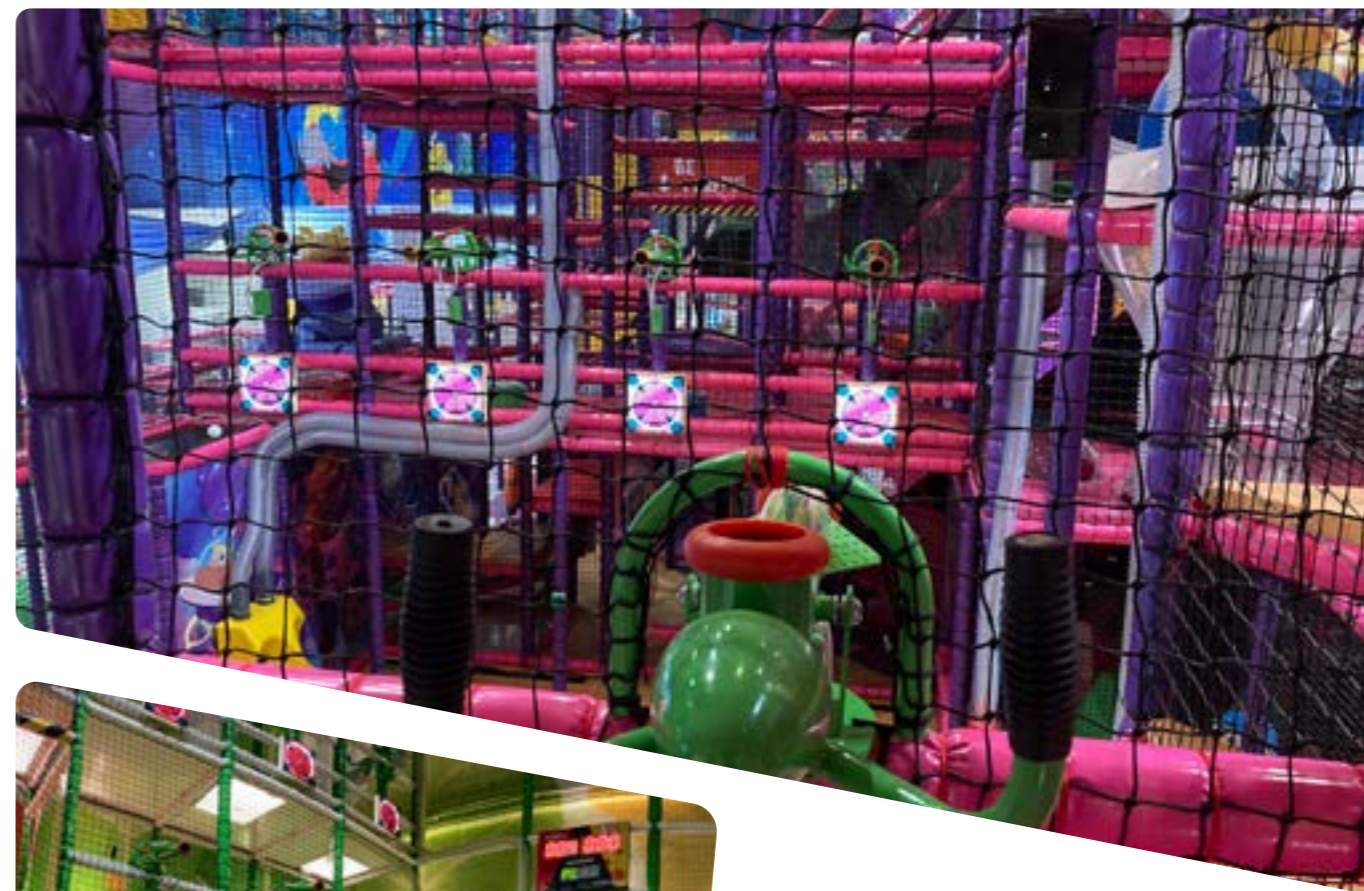


# DodgeAttack



“ Since installing DodgeAttack we've reduced accidents by 90%. Kids are aiming at targets rather than each other's heads!”

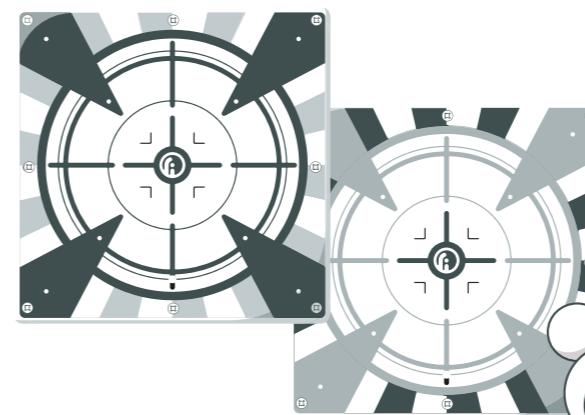
**MANAGER**  
iBounce, Bodmin, UK



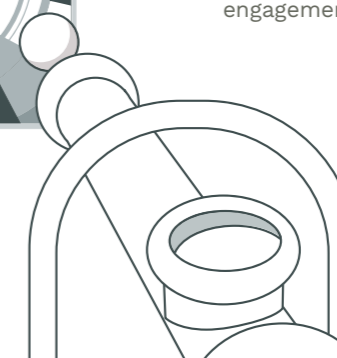
## Ballistics Shooting Gallery

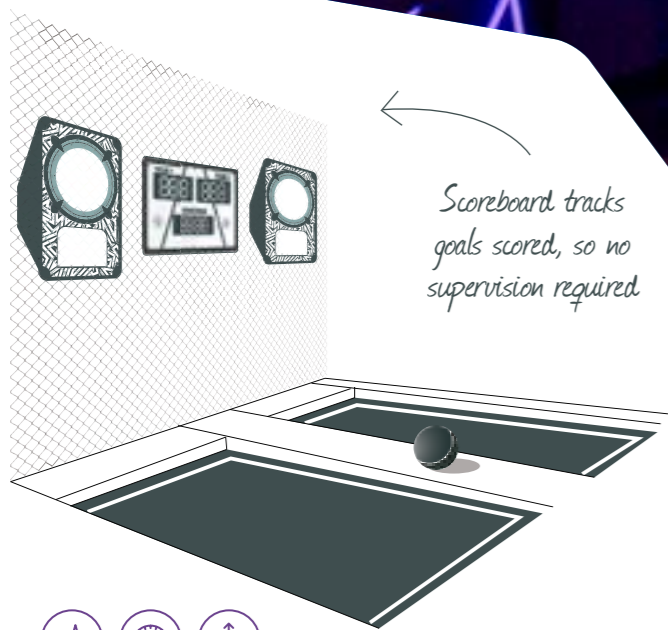
A real life 2-team shoot 'em up!

- Choose from 4 to 12 interactive targets for a 2-minute 2-team game, using foam ball cannon balls
- **Brightly lit targets** flash, make noise and record a score when hit
- Encourages **teamwork** for more fun and longer engagement



Targets, lit with graphic front panels





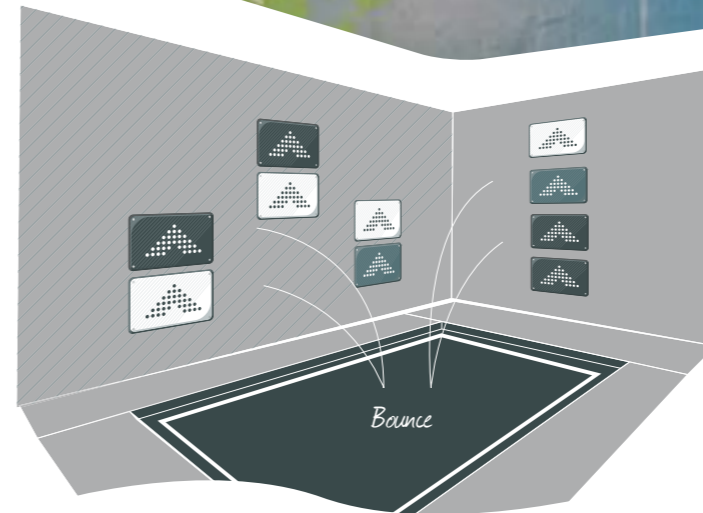
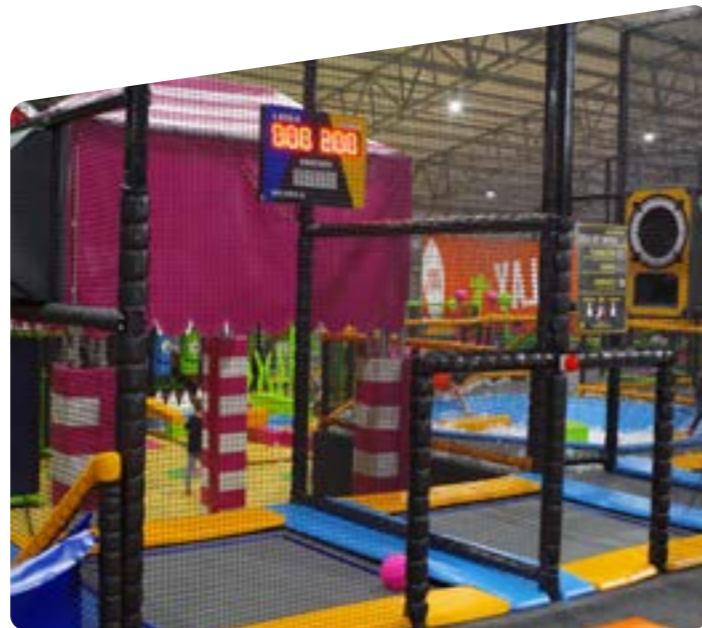
Scoreboard tracks goals scored, so no supervision required



## AeroStrike

The 1v1 all-action, high-tech, high-tempo target game

- Brightly lit targets and exciting sounds bring an interactive element to classic **shooting galleries** or **cage ball arenas**
- **One-touch start** launches the game and the **scoreboard** tracks goals scored, so no supervision required
- **2-minutes** of frantic attack and defence before the winner is crowned victorious
- Available as a 2-, 4- or 6-target game



Enhances performance trampoline areas



“

As soon as we were able to use it people got competitive and started to use the wall in a new way. And they love it! Plus we can use WallRider for instruction with new users. Basically, it's really cool and it's given that area a whole new lease of life.”

**NATHAN STANLEY**  
Manager, SuperTramp, Plymouth, UK



## WallRider

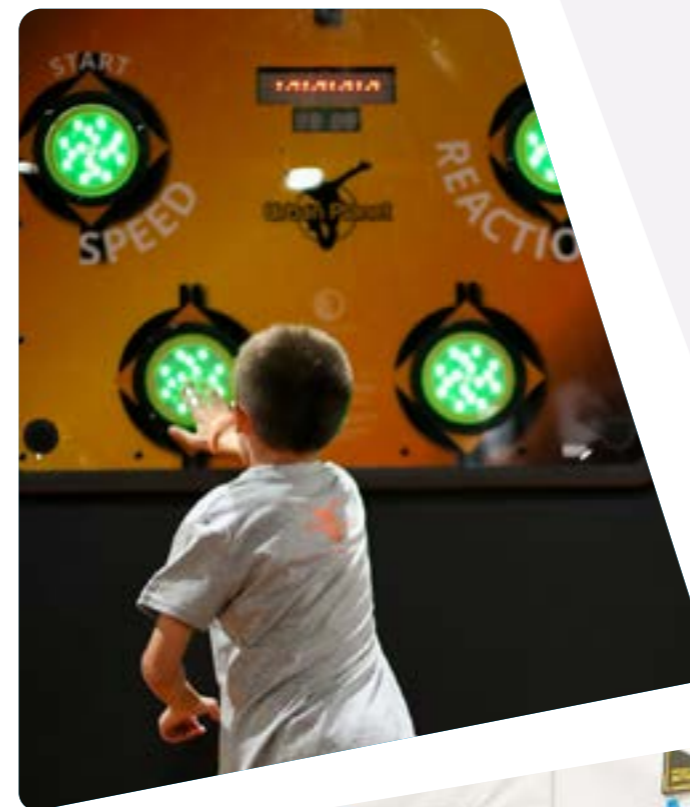
An interactive “Walk-the-Wall” challenge that will take players to new heights.

- Eye-catching differentiating feature
- Attracts a **new user group** of teens and above
- Three different game levels to challenge all players **from beginner to advanced**
- Post challenges and competition scores on **social media** to create a buzz

# Reaction Games

## CardioWall® FREESTYLE DUO

Exciting games with digital scoring and sound effects, which test a player's speed, agility, reactions and accuracy.



“Our customers love it, it's something completely different. It takes up such a small amount of space but brings so much to our park.”

**CLAIR CAMPBELL**  
Manager, Red Kangaroo, Coventry,

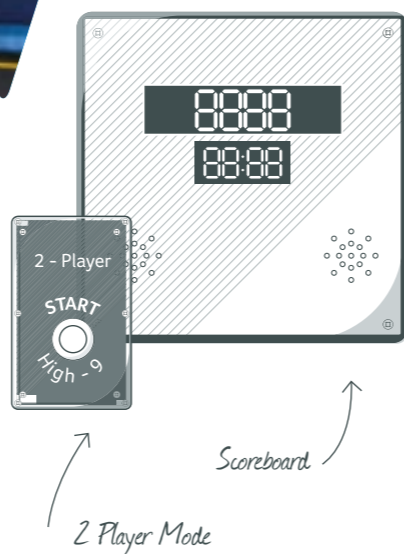
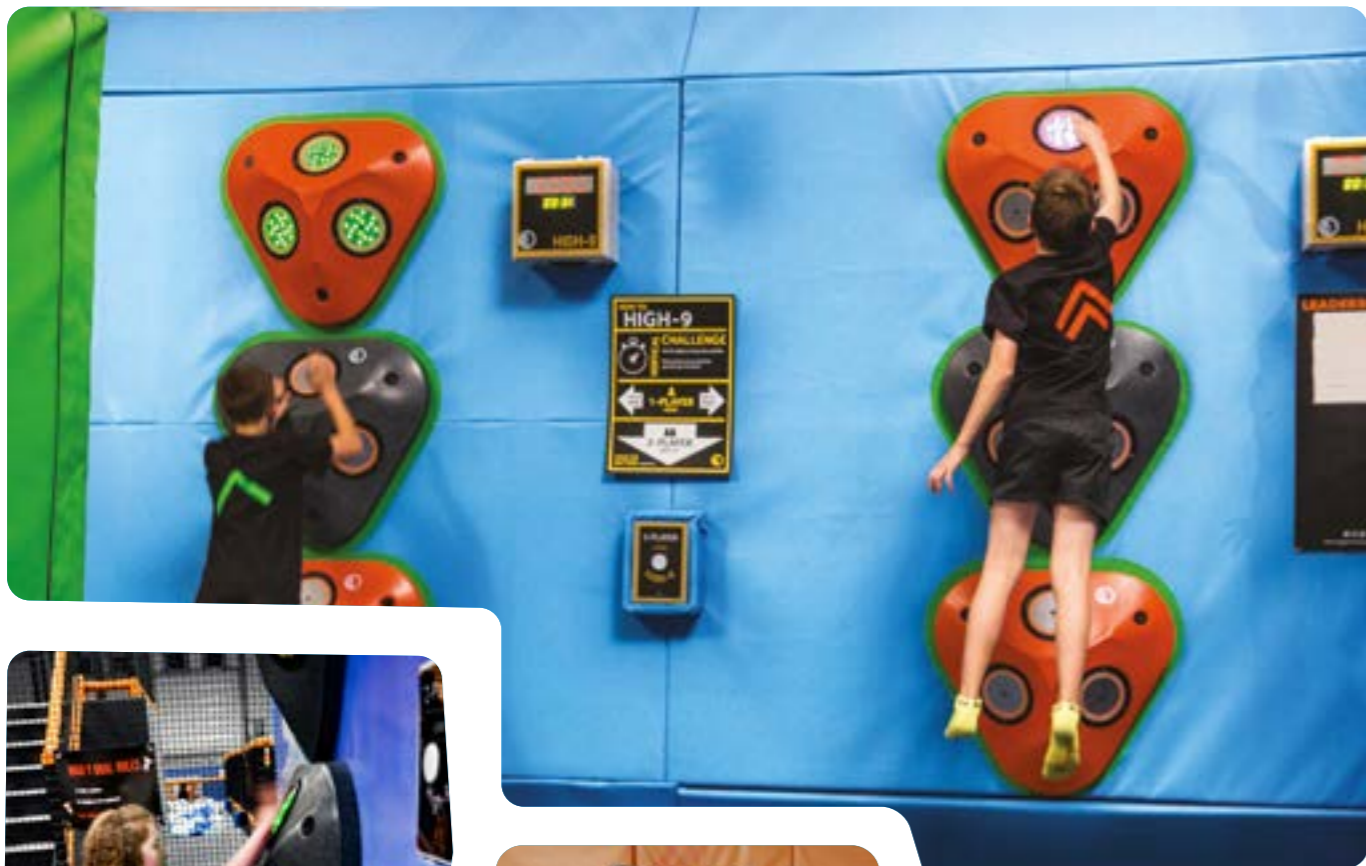


## CardioWall FreeStyle Duo

Two speed and reaction panels, with sound, lights and exciting challenges for twice the fun.

- Play individually to reach a top score, or duel in pairs
- **Great fun for all ages**; ideal for leaderboard challenges and social media marketing
- LED backlit for a greater presence
- **Two exciting games** to test speed and reaction
- **Custom graphic panels** to match any branding
- Perfect for soft play frames or above trampolines





# HIGH-9

## High-9

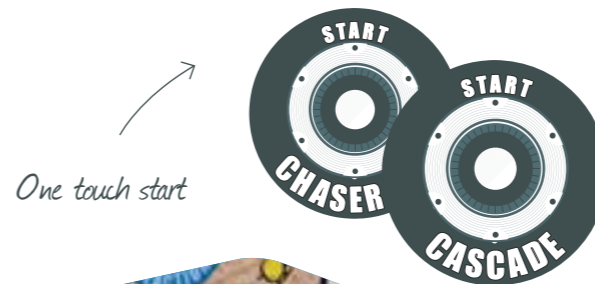
A unique reaction challenge for engaging teens at trampoline parks, testing bounce control and hand speed.

- Best installed above **trampoline beds**
- Perfect as a pair ("Duo") for **direct competition** between players
- **Physically demanding** – an energetic game for teens and adults
- Choose **moulding colours** to match your interior

“

If I designed my park again, I'd put three High-9's in, they're the most popular feature we have.”

**MR GREENER**  
Owner, Ultimate Bounce Zone



One touch start



# SKYPODS

by rugged. interactive

## SkyPods

A multi-sensor reaction challenge with customisable layouts to create an exciting game space.

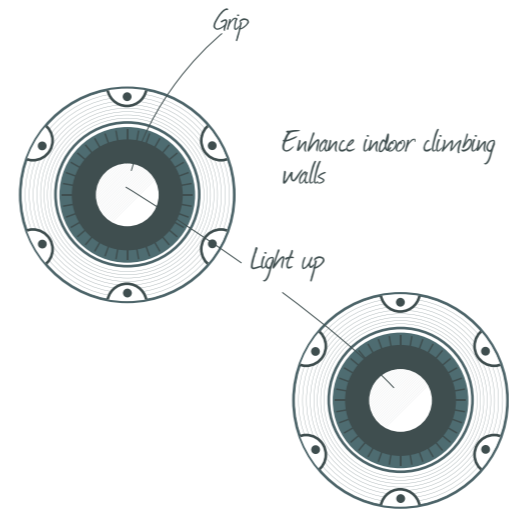
- Pick from 5, 7 or 9 pods, then double it up for a SkyPods Duo battle
- An **exhilarating game** that pushes your physical and mental limits
- Use **creative backing graphics** to create an eye-catching feature piece
- Position above trampolines or within soft play structures



# Climbing Challenges

## TrailBlazer TRAVELERSE

Interactive climbing for your trampoline park or indoor adventure centre.



“ I really love this product! It’s our favourite! Especially the Chaser game, which is brilliant for birthday party groups.”

MARCIN KONEFAL  
Co-Owner, Hangar 646, Germany



### TrailBlazer



A rope-free interactive climbing wall to test agility and coordination.

- Highly stimulating for **ages 5-13** and ideal for party groups
- Game display, LED-lit **comfortable grips** and electronic scoreboard create an addictive and exciting game
- Customisable graphic back panels
- **Unique easy hold interactive grips**, custom graphics and
- **Suitable for 5+ years**, ideal with small groups
- 2 exciting game modes for individual, group and free play
- Small footprint makes TrailBlazer a versatile addition to any venue

“ Our TrailBlazer is perfectly located, right in the middle of the park. When the kids see it, they literally start hopping with excitement.”

GENERAL MANAGER  
Air Arena, Chichester UK

# TrailBlazer

## GripKit

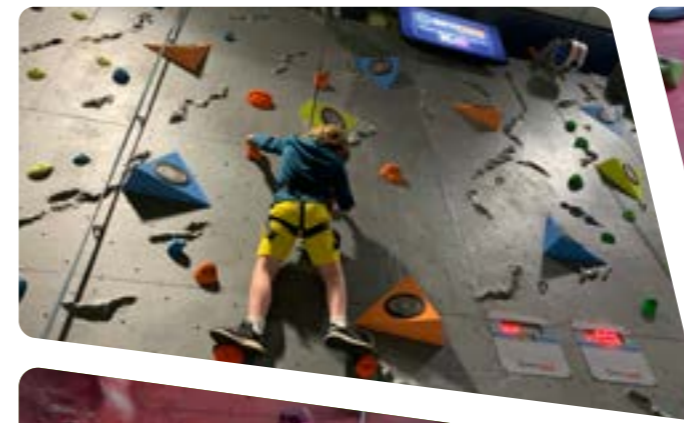


Bespoke graphics here

## TrailBlazer GripKit

Create your own grip layout with interactive holds – retro-fit into existing or new wall.

- Gamify an existing climbing / bouldering wall by adding interactive grips
- Includes **electronic scoreboard**, sound system, plus interactive and inert **hand and foot grips**
- Works with wooden or polymer board mount
- 2 exciting game modes for individual, group and free play



## SkyClimb

Create an adrenaline-packed interactive climbing challenge.

- **How it works:** We provide a set of 9 (single lane), or 18 (two lane) lightpods, a tablet and 50" leaderboard - you set the route
- **Three exciting game options** – players score points for every pod hit in this fast and furious race
- **Adjustable game times** make it perfect for competitions and a fast throughput
- Great for introducing climbing to young or novice climbers

“

It's by far the most popular wall. Kids love hitting out lights and seeing their score. When I saw SkyClimb, I just had to have it!”

MARTIN SIMPSON  
Kong Climbing, UK



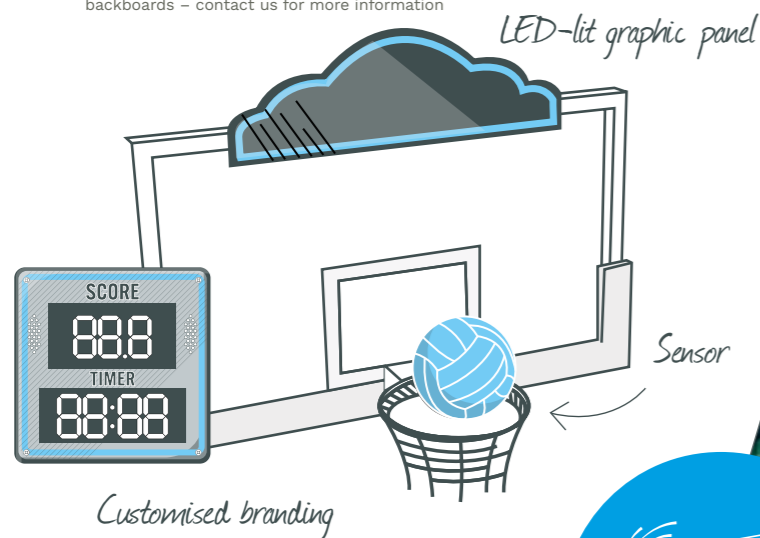


## BattleBaskets

Interactive scoring hoops that take slam-dunking to the next level.

- Add our **interactive sensor and LED-lit graphic panel\*** to a new or existing backboard and hoop
- Lights, sounds and scoring make this a must-have feature
- Every player is against the clock – **1-minute** to prove your speed and accuracy
- **Maximise impact** by adding BattleBaskets to every hoop in your park

\*LED graphic panels only suitable for standard-sized backboards – contact us for more information



An underused area of our park has been completely transformed. The lights and sounds really draw all of our customers towards the area, and we can now run daily competitions which add extra value to any of our customers' visits."

**HOPE REYNOLDS**  
Assistant Manager, FlipOut Somerset

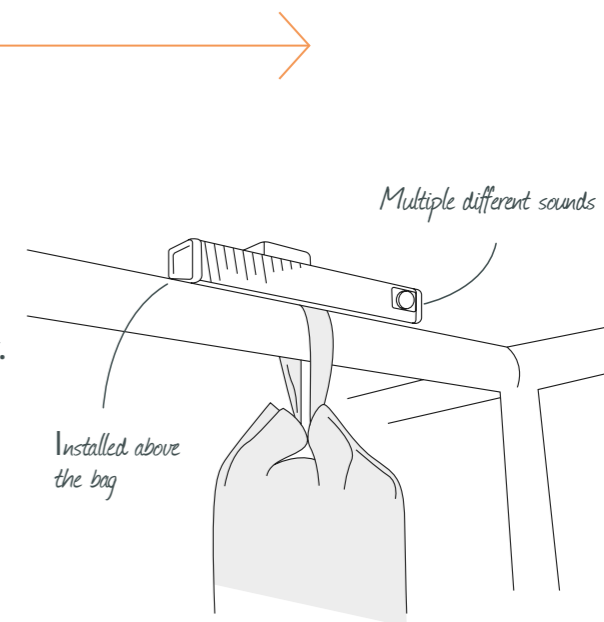


## TalkingBags



Add silly sound effects for endless fun and laughter to punchbags and softplay.

- A fantastic addition to any **obstacle course punchbag** or softplay feature
- The soundbar is **activated with a simple hit**, letting out a range of hilarious sounds that kids will love
- Mains powered - the sound bar is easily installed





*The care of the Earth is our most ancient and most worthy, and after all, our most pleasing responsibility.*

*- Wendell Berry*



## You Purchase, We Plant

At Rugged, we try to do all we can to protect the environment and reduce our carbon footprint. That's why for every product sold, we plant trees on your behalf with **Plant One** to offset any carbon produced during the manufacturing process.

### About the scheme

- We launched our 'plant a tree' initiative in October 2021 and have already planted hundreds of trees on behalf of our partners and friends
- Our Rugged 'boffin' calculated the average CO2 produced by each of our products. Based on product weight, we then worked out how many trees we would need to offset the CO2, and more, to make us super carbon negative
- For every product purchased, we plant trees in the Southwest of England
- The bigger the product, the more trees we plant







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