

2020 VR TRENDS AND PREDICTIONS

FEC owners
can't miss

BOXBLASTER VR



2020 VR TRENDS AND PREDICTIONS FEC OWNERS CAN'T MISS

The mission of any family entertainment center (FEC) is to give joy to its customers, awaken the kid in them and deliver fun experiences for the whole family. Financial success and differentiation from competition is achieved by those who offer most memorable experiences and continue to innovate. VR is one such innovation that's been a hot topic in the entertainment industry for some years now, and in 2020 the market is becoming more mature, with consumers coming to expect VR attractions at FECs. They want an opportunity to try out something new, have fun and be silly with their friends and family. But it's not just kids who are excited to play VR. Adults also want to dive into new, exciting worlds and have a good time with their families. So, as an FEC owner or operator, you need to know what works, what doesn't and what VR trends are coming to light in the near future. That way you'll be able to make informed decisions and avoid going through too much trial and error on your journey to delivering the best VR experiences.

Here are our top 6 trends for 2020, keep them in mind when selecting VR for your venue!

1

VR ARCADE GAMES TAKE OVER SHOOTERS



By now, almost every VR arena has a couple of shooting titles available and they will continue appearing on every corner as over the past couple of years VR manufacturers were focused on creating these types of games. Of course, shooters are still in-demand, especially by teens who enjoy fighting alien creatures, robots, and zombies but what we are seeing more and more is - players looking for games that are different, fun and out-of-the-box. VR arcade games is a genre that's increasingly growing in popularity, we have already seen it with the success of well known titles like Beat Saber and Gold & Mace.



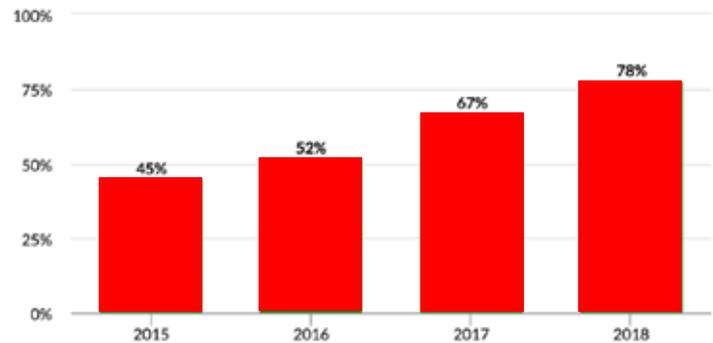
Both games are intuitive, easy to grasp, and yet remain a fully immersive VR experience due to the high quality of graphics in them. Such games are enjoyed by families in particular, who lean towards family-friendly content that parents can dive into with their kids. Pops and moms in particular, tend to avoid shooters and prefer fun and exciting titles that will help them bond with their kids and share memorable experiences together. That's why we are confident that in 2020, arcade games will be the key demand generating genre in VR and one that must not be overlooked.

2

UNATTENDED VR ATTRACTIONS WILL FILL UP ARCADE ZONES

We all know how profitable arcade zones within FECs are, and one of the reasons is - no attendant needed to operate them. Similarly, unattended VR attractions are growing in popularity and appealing to FECs who want to stir clear from extra labor costs. So, as familiarity with VR grows and consumers become more curious about this new technology, what we'll be seeing in 2020 is unattended VR attractions being consistently added to entertainment venues.

% Familiar with Virtual Reality
All respondents



Unattended arenas will be accelerating the VR presence and popping up across all types of FECs, contributing to a reduction in costs and boosts in profits. Beat Saber and Virtual Rabbids have already shown us that fully automated VR attractions are possible and can prove to be successful. Systems will start providing automated sanitation, headset fit instructions and step-by-step tips on how to play the game and FECs definitely need to take note. We expect more automated VR arenas to emerge throughout 2020, but we want to remind you that ideally, FECs should aim to offer both - unattended arenas AND attendant-run ones. Just consider placing them differently. For instance, automated arenas can be great in places where queues usually form and can offer a great entertainment option while customers wait.



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3

ATTENDANT-RUN ARENAS SERVE AS A GATEWAY TO VR FOR NEWCOMERS

While benefits for unattended VR arenas are clear, those requiring an operator may be less obvious. But the truth is, these attractions provide an entirely different kind of experience, more customer-focused and personal. Oftentimes, it can be a challenge to get standing by spectators to try VR for the first time, especially a fully immersive attraction that the vast majority of people still have never experienced and feel intimidated by. This is where a qualified, extraverted and customer service oriented attendant can be of great help. They will welcome spectators, chat them up, explain the game offering and types of experiences they can enjoy and essentially put them at ease and more open to trying VR.

And once spectators turn into players, they will be way more likely to venture out on their own and also try the unattended attractions that may be available at your venue. In 2020, we will see multiplayer attractions building experiences that can be operated through the optimal 4x1 player-to-attendant ratio. Also, operators will be coming up with ways of providing superior customer service and experiences to differentiate themselves from competitors. We believe that those who figure out (and then cater to) what makes their customers tick, what they appreciate most and why exactly they come to their FEC will be the ones to win in the coming years.



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All in all, your customers are looking for the best experiences and various entertainment options, so that's exactly what you should aim to offer. To attract diverse crowds and create loyal customers, a well-balanced strategy would be to have attractions that cater to both types of players - those that are already well-versed in VR and are comfortable with self-service technology, and those that require more of a guided experience. That way, you wouldn't isolate any one group and instead have a diversified offering that caters to all preferences.

4

QUALITY GAMES WIN OVER QUANTITY OF GAMES OFFERED



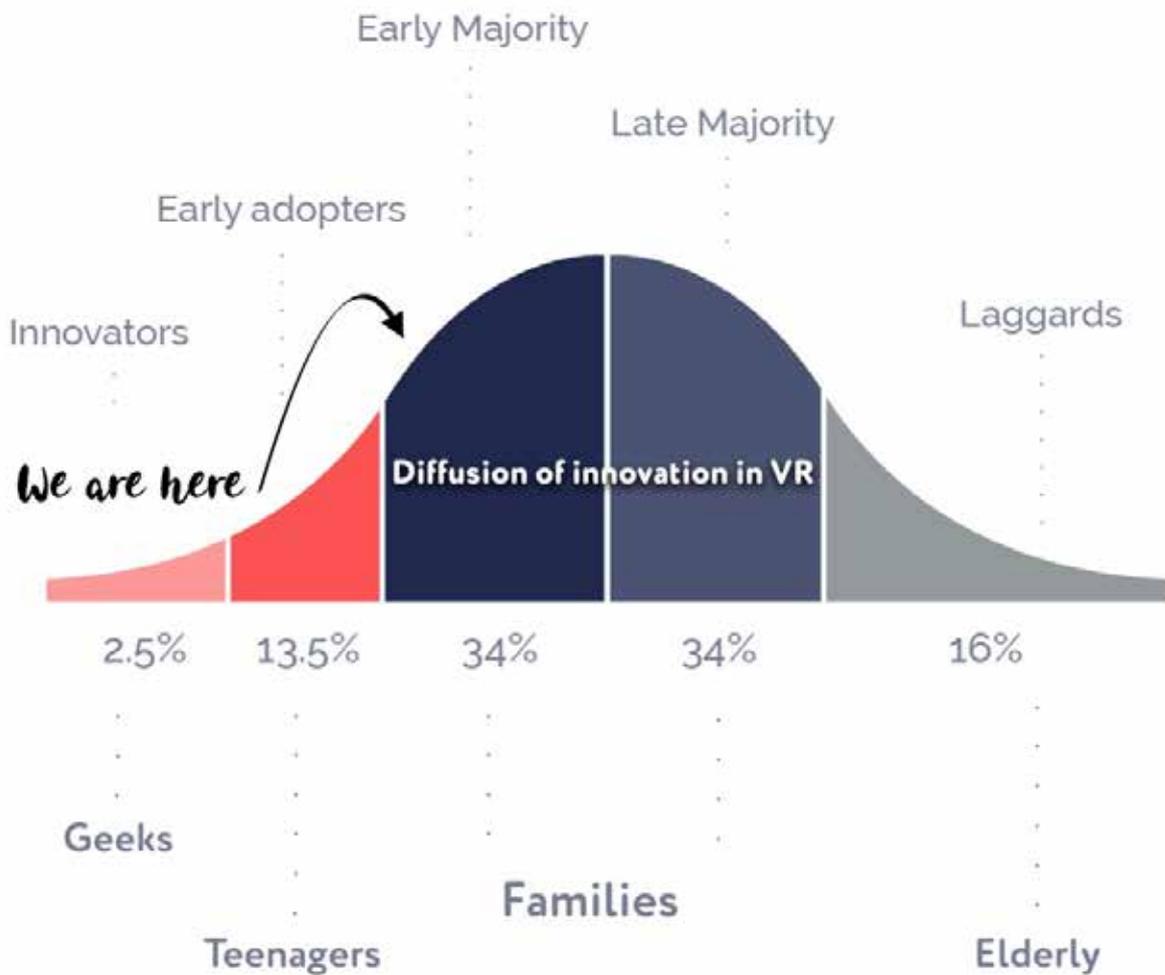
In 2020 the VR market is becoming more saturated and it's no longer a question of whether or not to add VR to your FEC, but rather - which VR to add and how to pick those that will drive your profitability over the long-term. Just a few years ago, adding any VR attraction to your venue would've been enough for you to be deemed innovative and forward-looking. But today, FECs and customers are becoming more educated, and with that comes pickiness and demand for superior games and experiences. But what is a superior, quality game? It's a game that's well-balanced, with simple and intuitive mechanics, offering such fun and enjoyment that the player can't wait to go again.



5

FAMILIES INCREASE THEIR DEMAND OF VR

Teenagers were the first ones to drive interest in VR, seeing as they have been absorbed in technology for a while now. Most have grown up online, with the social media landscape developing as they grew up. They are no strangers to innovation and new technologies, but in the coming year they won't be the only ones. What we've seen in the last year and expect to continue is demand for VR being driven by parents who want to play with their kids.



In every family there's a multitude of personalities, age groups, social habits, preferences and interests, all interconnected through a family tree and looking to spend quality time together. In this intricate mix of personalities, some members can feel disconnected from others, especially parents from their children. So they look for new, exciting opportunities to get out of the house and have fun experiences together. And thanks to multiplayer VR attractions - they have a brand new experience to dive into. Entire families - grandparents, parents, and children - can enter magical worlds together, fight common enemies and defend each other. Grandparents are mind blown at the ability to be immersed in entirely different worlds, something they couldn't do when they were younger. Parents are excited to spend their time doing something innovative and memorable with their kids. And children are thrilled to join forces with adults and have fun fighting alien creatures from magical worlds.



In the near future, we will see families continue to increase their demand in VR experiences, and our advice is - prepare to cater to their diverse needs! They won't be playing alone, rather in 3's or 4's, and many will prefer non-aggressive titles that can help them have effortless fun and bond with their children. By making sure you are equipped to deliver unforgettable VR experiences to them - you will differentiate your venue from that of competition, and set yourself up for long-term success.

Combining this with truly immersive graphics, unique characters, and simple, but hard to replicate gameplay is what makes a high-quality VR game. For example, titles like Beat Saber and Gold & Mace, make you addicted to their winning options, easy-to-grasp mechanics and being immersed in a world you'd never otherwise be in. Such hit games are what drives most revenue to VR operators. Not an array of different titles, but few games that really appeal to consumers and generate sales again and again.



«GOLD & MACE IS PLAYED ALMOST 40% MORE IN THE MAJORITY OF OUR LOCATIONS. IT'S A GAME THAT WOW'S CONSUMERS AND HELPS OPERATORS ATTRACT NEW AND REPEAT CUSTOMERS»

The quality over quantity trend is also supported by the recently released data from Virtuix. They've found that 4 out of the 20 games they offer account for 80% of gameplays! So 20% of games generate 80% of revenue for their business. We've also found this to be true. After looking over the gameplay data from our operators, we discovered that Gold & Mace is played almost 40% more in the majority of our locations. It's a game that WOW's consumers and helps operators attract new and repeat customers, so what's important to remember in the coming year is - focus on the quality of the games that your VR attraction can provide and not on the quantity of titles, which may not even get played all that often.

6

FECs START OFFERING MORE THAN 1 VR ATTRACTION

With the VR adoption rate growing and consumers demanding more VR experiences, FECs will have to offer more than just a one-off VR attraction, but rather multiple VR options to cater to all customer needs. At the end of the day, VR is just a new display technology, it's not a category of attractions, and what you're really choosing between are the games and experiences specific attractions provide. As customers who come to your FEC are usually a diverse group with different preferences - your attractions need to cater to those preferences. There are esports attractions, family-friendly games, motion simulators and more to choose from.

But guess what? They can be placed next to each other and in 2020 you really shouldn't pick just one. Instead, if you offer diverse, fun experiences - more customers who love VR will be coming to you! Just imagine having a Jurassic Park arcade right next to Halo and The Walking Dead from Raw Thrills? Kids will sprint towards them and love going from one onto the next. This is why, in the coming months we'll be seeing FECs providing a mix of games and experiences that cater to different age groups, genders, and moods. So once you have a balance of social interaction, competitive gameplay, and fun experiences - customers will flock to your facility as it'll provide them the best of all worlds.



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As you can see there will be many VR developments for FECs to keep in mind during 2020. VR is becoming more ubiquitous this year and the quality of experiences offered keeps rising. We hope that our report helps you stay on the right track when picking VR attractions and choosing how to differentiate your venue. By being informed on the latest development in the industry, you can deliver exceptional experiences to your customers and drive long-term success.

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