



In a bit more detail...

Revenue boost for your indoor playground is right here!

[Watch video](#)

Our solution will work for any indoor playground – established or newly built. By making your indoor soft play playground interactive, we will make it more exciting and interesting to visit, leading to stronger repeat business for you.

Additionally to existing attractions you already have, your visitors will engage in treasure hunt quest, competing against each other, or teams versus teams. It is a great extra revenue source and a valuable tool in attracting kid's parties to your indoor soft play playground.

You will be able to produce eye-catching diplomas for the players, as well as collect their emails for your marketing activities.

It is the simplest, most affordable upgrade for your indoor playground facility.

Easy setup

- The system can be fit very quickly into your existing indoor playground, or accommodated into new playground design. It has very simple installation. You do not need much time or resources to get it installed and it will blend into your existing setup, increasing your profitability.

No extra skills required

- Your staff can be trained during a single training session, the system is intuitive to use and is very simple to operate. We will provide you with the straightforward and easy to follow guides on how to run the games and engage the clients.

Get an extra income

- Once all connected, you can immediately sell paid games as an extra to your indoor playground visit fee, or incorporate it, as an additional value, into your entry fee, standing out of the competition.



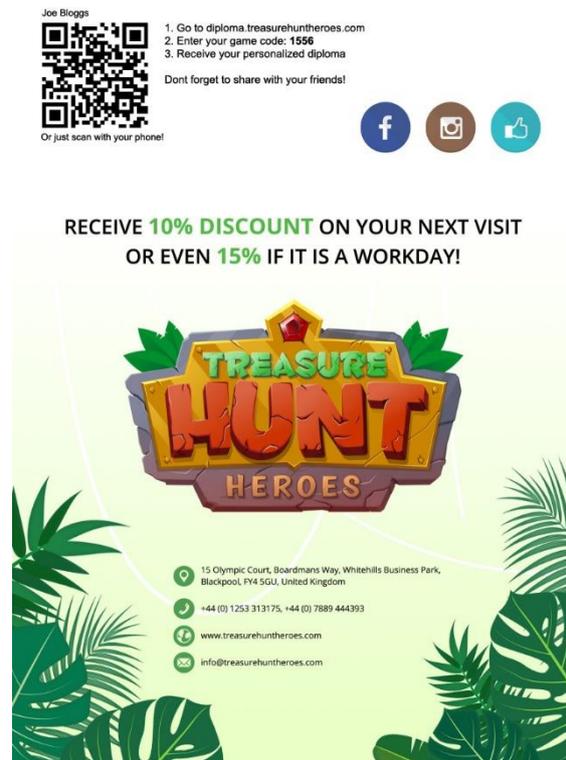
Action Tag Ltd, 15 Olympic Court, Boardmans Way, Whitehills Business Park, Blackpool, FY4 5GU, United Kingdom.

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A powerful marketing tool

The system generates a diploma for each player, marking their participation in the quest and showing the scores achieved. The diploma is downloadable so your clients can share it over various social media, indirectly promoting your venue. To download the diploma, the customers will leave their email contact, date of birth and consent to receive marketing materials from you. You will be able to email them an offer to have a birthday party at your venue at the right time!



You will have two options

- 1** Print the diploma on a spot. We also support pre-printed colour templates you can print cheaply in bulk and use them to add just player's name and score using your monochrome printer at reception.
- 2** Produce a voucher with the QR code. Pre-printed color templates are also supported. The customer will follow the link on the voucher or scan the QR code. After leaving the player's date of birth and email the diploma will be emailed to him and you will receive his details for marketing.

For Diploma and Voucher you can use our design or provide your own to suit your business branding – it can be easily added to the system.



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How It Works

Upon arrival, the players are registered at your reception desk and issued the digital wristbands. Player's nickname is quickly entered into the system for the purposes of displaying player's scores.

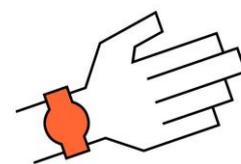
Then players proceed into your soft play area and start looking for "Treasures" – special artefacts, that are activated by player's digital wristband. Every time the player finds an artefact and activates it with the wristband, the player is awarded treasure points.

The more treasures are "collected", the higher is the player's score. Players have to move across the soft play area to score as many Treasures as they can, as the same Treasure Box cannot be scored twice in a row, which makes the game very active and adventurous. This makes the visit to your soft play area a very different and more entertaining event.

A very simple operating procedure:

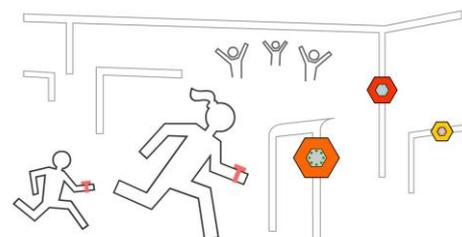
1. Register Player

Your admin person issues the player a wristband and enters his or her nickname onto the system. It takes just a few seconds. If you would like to run a team game, for instance for a birthday party, kids are grouped into teams by one click when registering them. Then they are off to Treasure Hunt!



2. Let Them Play

During the game, the kids are scoring treasures by touching their wristbands to a Treasure Chests located in various places across you Soft Play area. Their progress is displayed live on large screens for kids and parents to see.



3. Award The Diploma

Once the game is finished, players return their wristbands and receive a voucher from you that allows a personalized Diploma to be downloaded and shared on social media. You will receive players name, email and date of birth for further marketing. Or you might prefer to print their Diploma on the spot.



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Features

Easy Setup and Operation

The system can be effortlessly incorporated into a new soft play area design, or it can be easily retrofitted into any existing playground. It only requires a Windows PC with an internet connection and some networking cables laid, which can be easily done by any engineer, who installs cabling for computer networks – all cables and plugs are of the exact same spec as a standard computer network.

The system is operated by a single person issuing and collecting wristbands, normally your soft play area reception person. All necessary training can be done in roughly 30 minutes. There is no system maintenance involved.

Live Scoring

It is necessary for today's entertainment systems to have live real-time score table, and our system does just that. It shows each player's nickname and current score, which can be cast to a large screen TV, a monitor, a projector or seen live on your website. There is no limit on how many displays you can run simultaneously – for instance, you might want to have one in the waiting area for the player's parents to see as well.

You will have your playground ratings as well – best daily, weekly and monthly score, and the best score of all times to promote the competitiveness and make your clients to return.

Live scoring system can be customised with your company logo and style and can be any design you like.

Team Games

To effectively tap into kid's parties market there is a function that allows grouping players into different teams, and have their scores calculated as a team, letting you to run some team competitions. This is an excellent tool to attract birthday parties and similar events. You can run multiple teams at the same time.



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Game Results

Once the game is finished you can either print out a cool participation diploma with your branding and contacts for each player and then it will be proudly displayed at their home, potentially leading to repeat business.

You can also opt for providing a digital downloadable diploma for the client to download and share on the social media, giving your venue additional online exposure.

Marketing Data Collection

If you will be providing a digital diploma, to receive it the client will have to provide a date of birth and an email with a consent to receive the promotional materials from you.

When the game is finished, you will print a voucher, which will have a QR code and website link to register for the receiving of a diploma. This voucher is another piece of your promotional material to be taken home by the client.

This process is set up by so the client has to apply for the diploma on your website, which will bump up your website traffic and will help your website to climb up in coveted top search engine results.

You can then get collected client's emails synced into the online marketing system you are currently using.

Try this now:

Visit diploma.TreasureHuntHeroes.com and enter the game number **1556**.

Or scan this [QR code](#) your smartphone and follow the instructions.

You will see the process of receiving the diploma, in the same way player does.

Financial Reports

As this system is designed with a view that you will be charging visitors extra for playing Treasure Hunt quest, the system has all data available on how many games were played, game durations, times and all other details necessary to calculate what your earnings should be.



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So where your extra profit will come from?

Stand out of the competition, advertise a unique experience

It is hard to keep indoor playground area running at its maximum capacity so it makes most of the possible revenue at all the times. Make a visit to your indoor playground more interactive and exciting, making the clients choose your indoor playground over the competitors and other activities.

Have an additional income stream from the paid games

To put it simply, you will be getting additional revenue from your existing facility setup by selling participation in an interactive Treasure Hunt game for an extra fee.

Create a big attraction for the kid's parties

Make more clients to choose your venue as a place for their kid's party - running team vs team Treasure Hunt games is specially designed for birthday parties. You can provide it either as a free special offer or at extra cost.

Widen your potential customer base

Treasure Hunt will appeal to the older kids as well, otherwise less interested in spending their time at the soft play centre.

Collect client's contacts for your marketing and promotions

Make your clients return by issuing their score download and printout vouchers, that will promote next visits, special offers and so forth. You will be able to collect the client's emails via the system to send out marketing materials and invites.

Clients will promote your venue

Clients will proudly display earned diplomas and share them on social media, securing you additional interment exposure and driving up your website.

Evening out wear and tear of your facility

Experienced operators tell us that often indoor soft play centre playground gets uneven wear because players concentrate in certain areas. Running the Treasure Hunt game and placing Treasures strategically, you can achieve more even load on your playground.



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Pricing

As low as from £ 78 per month!

Low setup costs

The price of the system consists of two components – a setup fee and a monthly maintenance fee.

The setup fee will depend on how many Treasure Chests you would like to have installed at your indoor soft play playground, and how far they will be apart from each other. At this moment, we are launching this product and have setup costs heavily discounted, so you can get on board investing very small sum, depending on your playground size and number of Treasure Chests required.

Then all you need to pay is a small monthly maintenance fee, which can be easily earned by running just a single team game per month.

Please contact our friendly team to discuss upgrading your playground or building a new one, we will be glad to work out the best possible price solution for you!

Finance

We have teamed up with several finance companies that will offer you financing in needed in order to install our system. Leasing is a quick and simple way of getting hold of the equipment you need while leaving your cash ready for any unexpected events, or for things that you cannot finance like marketing or staff.

Leasing is Tax allowable – it is an operating expense and the full rental you pay can be offset against tax. Your accountant will be able to advise you to what degree your business will benefit.

Once in place, a Lease cannot be “called in” or withdrawn by the Leasing Company, unlike some bank facilities. No deposit is required. You only start paying rentals after your equipment has been delivered. Please let us know and we will get this arranged.



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About Us

We are a UK company specialising in developing and manufacturing custom electronic systems for the entertainment and leisure industry since 2006. We have pioneered many technical solutions in this field, most significantly in the area of [professional laser tag systems](#) for the rental business.



From the industry we learned, that many indoor soft play playgrounds face challenges in:

- Gaining competitive advantage, especially consistently drawing in kid's parties
- Attracting repeat business and getting kids attention in the modern age of everything smartphone and digital.
- Attracting older kids.
- Running at their desired capacity and footfall
- Generating additional profit from the existing setup
- Collecting details from clients for marketing purposes
- Making clients promote their venue in the social media

We decided to develop our product that would address all above issues and provide the indoor soft play venues with a valuable earning and marketing tool at very reasonable costs, enabling them to produce additional revenue from the resources they already possess.

With the competence and resources we had in our company, we believe this product is developed now and we are anticipating it to be a huge success, along with the venues that will use it.

Contact Us

Enquire about upgrading your indoor playground today

Contact us today for a free and friendly consultation. We are happy to help you to boost your profit.

Our expert Customer Advocacy team is standing by and ready to serve.

Call us on landline: +44 (0) 1253 313175, Mobile: +44 (0) 7889 444393

With our team, we will always support you.



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Even more detail...

System Technical Overview

The system consists of:

Control Unit – it is used to power and network the system and needs to be plugged into the mains power outlet.

Administrator PC with Windows 10, internet connection and wired network adapter (supplied by the client), which is plugged into the Master Unit via standard CAT5 networking cable. You do not need a separate PC for this task, you can easily use the PC you already have at the reception. Optionally – a monochrome or colour printer for printing vouchers and diplomas.

Master Unit – the device used to register the new players (to program player's wristbands) and end the games for the players that are finished.

Treasure Chests – the hexagon-shaped boxes that are used to run the game. One Treasure Chest is located at the reception so playground administrator can easily induct new players and demonstrate how to collect the Treasures. The rest of the Treasure Chests are placed inside of the soft play area for the players to touch them with their issued wristbands to score Treasure points. There is a maximum of 32 Treasure Chests in total that the system can support – it is sufficient to cover even the largest venue. Treasure Chests are consequently connected to the Master Unit (one after another) with the standard CAT5 computer networking cable, like any standard network device at your home or office.

Each Treasure Chest is a hexagonal box weighing 730 grams, sized 120x65mm. It has 7.4v 2200 mA battery inside to handle peak loads. It is powered over the Ethernet with 48v from Master Unit and additional Power Sources per 100m of cabling (please see setup diagram below). All connections are by the standard CAT5 networking cable and plugs. There are no special skills required for the installation.

Treasure chests are placed into the soft cushions to be attached anywhere you desire across your soft play playground, or they can be incorporated into larger soft panels during the design and build of the soft play area.

Power Sources (optional) – if connecting cable when building the system runs longer than 100m from the Master Unit, a power source needs to be added, then another 100m of connecting cable can follow, and so forth for up to 1 kilometre. Each Power Source needs to be plugged into the mains power outlet.



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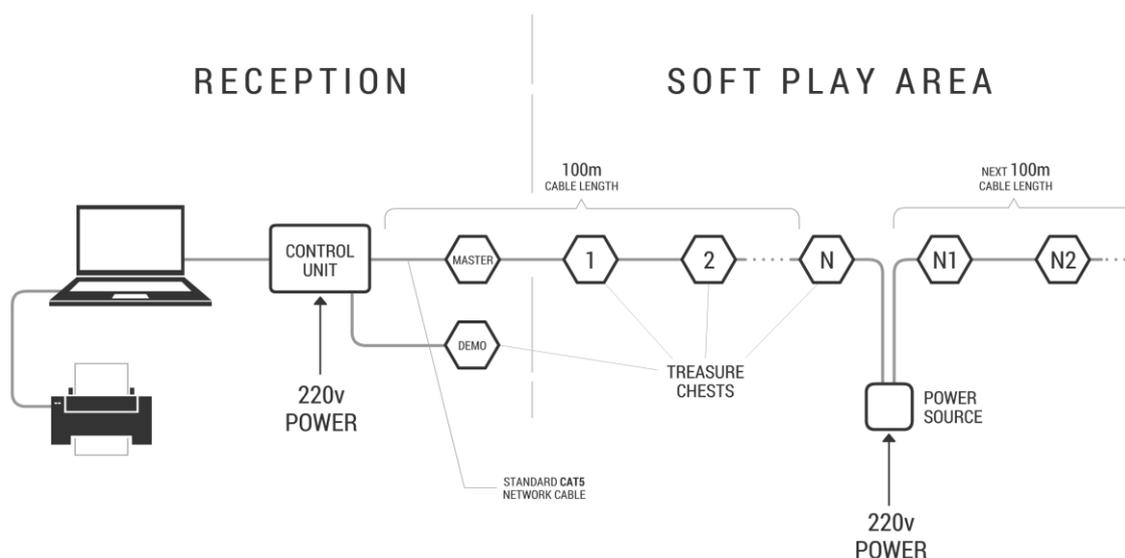
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Installing the System

The system is easily installed by following these simple steps

1. Dedicated software is installed on the administrator's PC.
2. Control Unit is plugged into your administrator's PC network port using standard networking cable.
3. Master Unit is plugged into the Control Unit using standard networking cable.
4. Treasure chests are placed into special soft cushions and affixed across your playground according to your desire.
5. A networking cable is run from the Master Unit to closest Treasure Chest, then from there to the next closest Treasure chest and so forth until all are connected. Cables are easily tucked away beneath your soft play area's soft padding.
6. Finished!

There are no special skills or tools required to perform the installation, apart from running networking cable, which can be done by any local engineer, that lays cables for the standard computer networks.



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Running the Game

Explain the Game

If the person has never played the Treasure Hunt before, then induction could be something as laid out in Introducing New Players below.

You might also choose to have our cool and colourful posters at the reception that will help you to sell participation and explain the game quickly.

In addition, you might announce some prizes you might have for the winners, or for all the players - a discount voucher for the next visit, for example, or something similar.

Issue Wristbands

Pick any wristband you have in stock and touch your administrator's wristband reader. Your PC will prompt you to enter the player's nickname and, optionally, a team if you are running a team game. That is all, now you can just issue this wristband to the player and off they go onto the Treasure Hunt!

During the Game

You do not need to do anything – players are scoring Treasures and their scores are displayed live, then players return to the reception to finish the game once they are ready, or when you tell them so, for example when their time is up.

Collect Wristbands

Once the player is finished, collect their wristband, and then touch your administrator wristband reader. The system will ask you to confirm ending the current game session and also will offer different ways to produce the results for the player to keep.

Game Results

You can now issue the player with the results of their game in the form of printed diploma or downloadable diploma where you will collect player's email for your future marketing activities.



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Introducing New Players

If the person never played Treasure Hunt before, then induction could be something along these lines:

“Our Soft Play Area is a Treasure Island now! There are Treasures hidden across it in the Treasure Chests and you are about to collect these Treasures! Do not worry, there are plenty of Treasures for everyone – once emptied, the Treasure Chest will magically replenish itself after a short while.

You will compete to see who will collect the most of Treasures – it will be displayed on the screen over there and once you finished, each of you will get a diploma with the personal score.

The Treasure Chest looks like this (show them the Treasure Chest at the reception) – there are many of them and you need to find them. To collect a Treasure you need to touch the Treasure Chest with your Magic Wristband like this (touch your reception Treasure Chest with a wristband and it will produce light and sound effects confirming the Treasure is collected).

If the Treasure Chest lights up green, then the Treasure is yours and you will see you score updated on the screen. If the Treasure Chest lights up red, then it was just emptied by you, try coming back later, but meanwhile, seek other Treasure Chests.

Once finished playing, come back here with your wristband and get your diploma!”

You will have one Treasure Chest at your reception, so you can demonstrate to new players how to collect Treasures. Trying this at reception would not affect player’s scoring – only Treasure Chests in the actual Soft Play area count towards the score.

We also suggest using some posters if you wish – similar to one below:



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Marketing Tools

It is beneficial for the repeat business if the customer walks away with some form of promotional material, even better if there is a chance it will be displayed somewhere at the client's home.

Printed diplomas do just that. Every player qualifies for the participation diploma – it will show the player's achievement, regardless of how big or small. You can provide us with a custom design how you want your diplomas to look like or use our stock design.

Once the player wants to finish the game, they return their wristband to the administrator at the reception. Administrator touches the Master Unit with the wristband and the system terminates the game and saves the score. At this point the system will offer to produce the diploma.

There are several ways to choose how the diploma will be generated.

Diplomas printed at the reception:

Printing a black & white diploma on the monochrome laser printer

Printing a full-colour diploma on the colour printer

Printing player's name and score using the monochrome printer on your pre-printed colour diplomas – this will be the most cost-effective to produce good looking colourful diplomas.

Digital diplomas:

This method seeks two goals – prompting clients to leave you their email and date of birth for the marketing purposes and sharing the diplomas on their social media. Collecting date of birth is very handy for that email invitation to run a birthday party at your venue, sent at the right time!

In this case, your administrator will print out a special coupon. Using this coupon the client will access a special webpage, where they enter their email and the coupon code. Once entered, the system will email the client their diploma for printing out at home and sharing on social media.

Same as with the paper diploma, the coupon can be printed on the plain paper or on your pre-printed colourful promotional leaflets for the client to keep.

You will be able to access your client's emails on the system to download and use in your marketing activities.

Please do get in touch!



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