



Future media attraction theme park

2019



브랜드



미디어프론트의 새로운 “VR Theme Park” brand

헤드락 VR ?

머리를 흔들며 신나게 노는 가상현실 기반의 실감형 콘텐츠의 경험을 즐기는 미디어프론트의 브랜드로 VR, AR, IMMERSIVE PROJECTION MAPPING, 등 첨단 IT 기반의 콘텐츠와 시설로 구성되어 일상 현실에서는 경험하기 힘든 짜릿하고 익사이팅한 어트랙션에서 부터, 남녀노소 누구나 함께 즐기고 소통하는 융복합 놀이터를 지향합니다.

BRAND IDENTITY





사 업 명 : HEADROCK VR in Sentosa SINGAPORE

위 치 : SENTOSA

면 적 : 약 150평

오 픈 일 : 2018년 11월 15일

운영기간 : 상설 전시

싱가폴 최대의 VR 테마파크

(VR, AR , Interactive game, projection mapping, media art)

싱가폴 최초의 첨단 디지털 기술과 아날로그 어트랙션을 융합한 미래형 놀이터

전세계적으로 Hot 한 첨단 놀이인

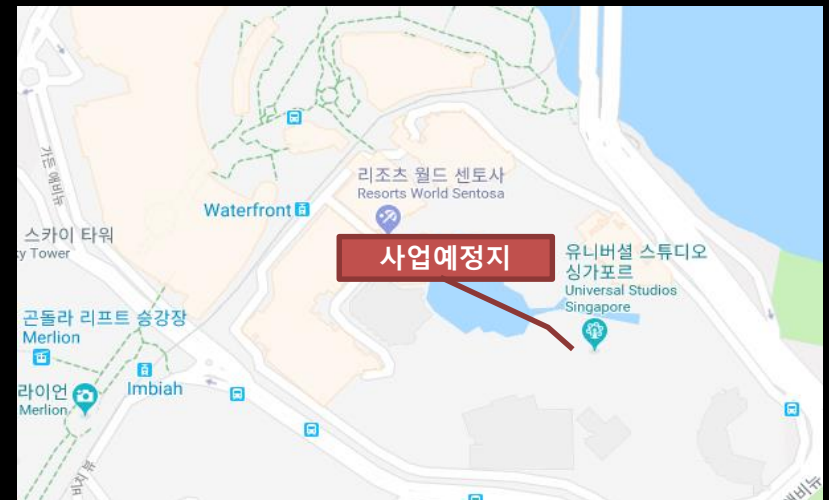
VR,AR,Projection mapping, interactive game ,media art 등을
theme(jungle/ forest/ singapore & new york city/horror/sports/media art)로
구성하여 고객에게 새로운 놀이 공간 경험을 제공할 것입니다.

Location

- 장 소 : 싱가포르 센토사 리조트 내

주소지 : 26 Sentosa Gateway #01-37/38/39 Singapore 098138

- 대상 면적 : 483.4 m² (약 146.5평)
- 싱가폴 유니버설 스튜디오 5분 거리



특장점

1. 지금까지 보지 못했던 새로운 개념의 복합 미디어를 융합한 미래형 놀이터
2. 한국,일본,싱가폴,미국,중국 등 글로벌 시장에서 인정받은 최고 수준의 콘텐츠
3. 다양한 오감을 만족하는 짜릿하고, 스릴 넘치는 놀라운 경험의 콘텐츠
4. 다양한 스토리와 테마가 어우러진 환상적인 가상 콘텐츠 경험
5. 계절별,테마별, 기념일 등의 이벤트와 신규 콘텐츠 업데이트로 지속성 높은 구성
6. 관광 특화의 랜드마크 요소를 콘텐츠에 구성

Contents plan

Immersive theme Media space



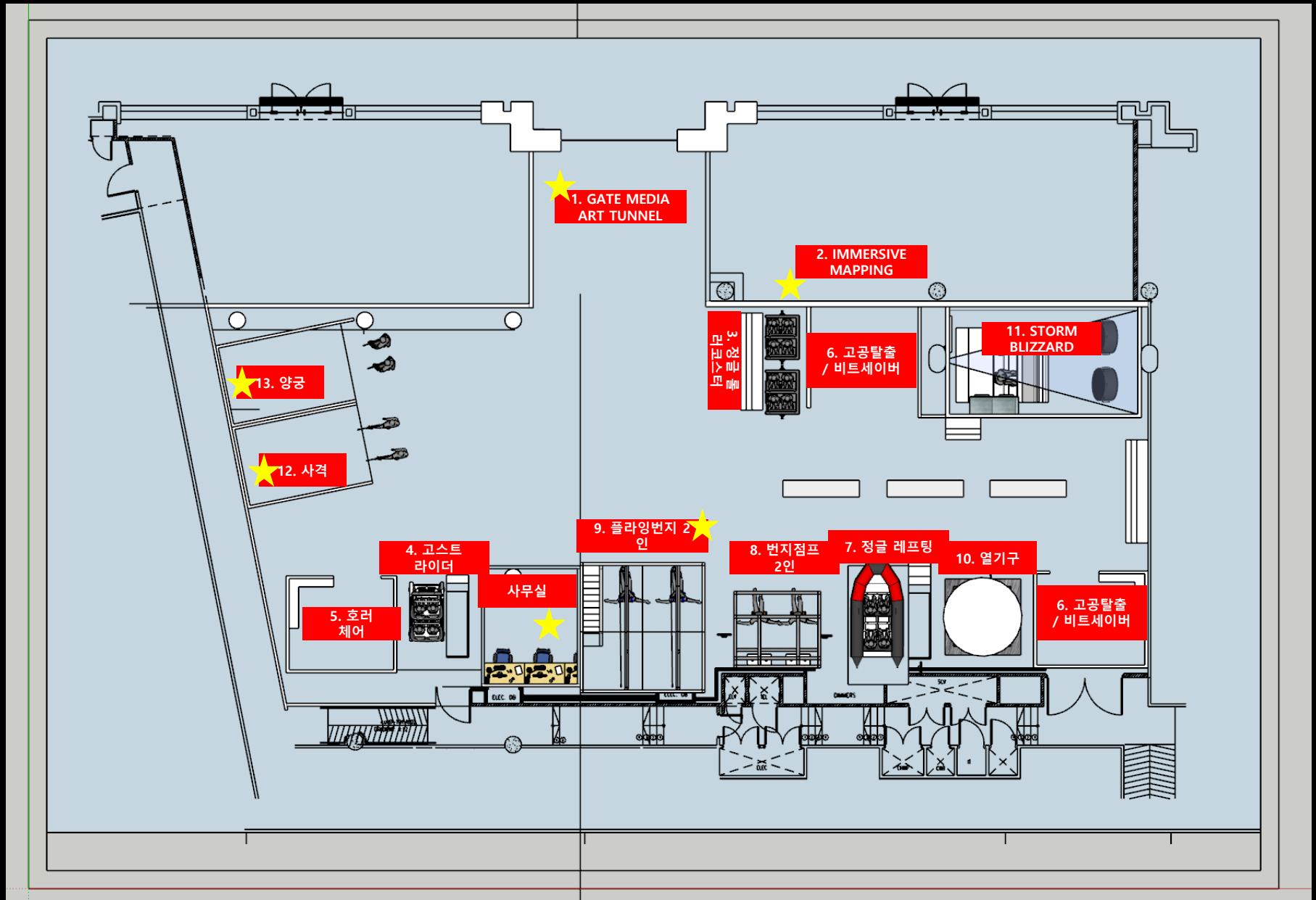
VR attraction Theme zone



Digital attraction Theme zone



2. 공간 구성



Contents About

VR attraction



현실에서 즐기지 못한 짜릿한 익스트림 체험을
오감을 자극하는 VR 콘텐츠와 시뮬레이터로
가상현실을 즐깁니다.

<https://youtu.be/IGjhgF4OWxQ>

<https://youtu.be/9DDt93gSFf4>

<https://youtu.be/lZm87bYZrqE>



#VR 어트랙션 콘텐츠 구성은 현장 상황 및 협의에 따라 변동 될 수 있습니다.

Immersive Projection mapping

몰입감 있는 프로젝션 맵핑 영상으로 다양한 테마를 구현하여 흥미와 볼거리를 구현한다.



VR CONTENTS TIKECT LINE UP

BLUE



Storm Blizzard



Jungle Jump



Flying Dive



Beat Saber

ORANGE



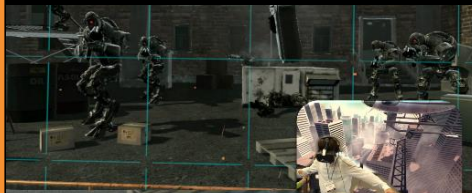
Extreme Rrain



Jungle Rafting



Horror Room



Skyscraper

GREEN



VR Room



Robin Hood



Zombie Busters

EXPERIENCE

	구 분	아이템명	기기대수	인승	탑승인원	시간	체험도	회전률
1	BLUE	STORM BLIZZARD	2	2	4	7	상	중하
2	BLUE	FLYING DIVE	2	1	2	7	상	하
3	BLUE	JUMP JUMP	2	1	2	7	상	하
4	BLUE	BEAT SABER	2	1	2	7	중상	상
5	ORANGE	JUNGLE RAFTING	1	4	4	7	중상	상
6	ORANGE	HORROR ROOM	1	3	4	7	중상	상
7	ORANGE	SKY CRAPER	1	1	1	5	중상	하
8	ORANGE	EXTREME TRAIN	2	4	8	5	중	중
9	GREEN	VR ROOM	1	1	1	10	중	중
10	GREEN	RORIN HOOD	4	1	4	10	중	중
11	GREEN	ZOMBIE BUSTERS	2	1	2	10	중	중



Storm Blizzard

VR ride, riding through snow covered road in a dog sled.

In the snowy country village in mid-winter, after receiving a rescue call, the rescue team is on their way in a dog sled.

You can enjoy beautiful winter scenery by dashing through snowy cliffs and bushes

Extreme VR Riding | Winter | Dogsled



스톰블리자드는 래프팅과 같은 형식의 영상체험이며, 4인승 시뮬레이터에 4인 동시 체험입니다.

특징은 탑승하는 시뮬레이터가 막힌 밀폐 공간으로 추위와 눈, 사운드 효과로 실제 눈길을 달리는 체감을 연출한 것입니다.

Play Process

- Take a seat and wear the VR HMD and safety belt. Hold the handle.
- Simulator moves up and down, left and right when the experience starts.
- After the experience, take off the VR HMD and loosen the safety belt when the simulator completely stops

Spec

Platform	VR HMD, Motion Simulator
No. of Player	4
Riding Time	TBD
Simulator Type	Riding
Effect	Wind, Sound
Graphic Type	TBD



Jump Jump

VR ride to jump your way through the jungle.

You can experience the jungle, riding the tree vine like Tarzan, meet the animals of jungle and enjoy various jungle scenery.

A self-developed swing type simulator is a perfect platform for bungee jumping experience. The user can feel the rebound of jump, sense of speed and space during the fall.

Extreme VR Riding | Jungle | Bungee



Play Process

- Sit on the simulator and wear the safety belt. Put on the VR HMD and hold the wire.
- The simulator moves up and down by the wire when the experience starts.
- After the experience, take off the VR HMD and loosen the safety belt when the simulator completely stops.

Spec

Platform	VR HMD, Motion Simulator
No. of Player	1
Riding Time	3min.
Simulator Type	Wire Riding
Effect	Wind, Sound
Graphic Type	Unreal 3D



Flying Dive

VR ride to bungee jump into the magma.

Provides an out-of-ordinary experience of bungee jumping into the magma from more than 1,000m above.

With 4D Flying System, the user can vividly feel thrilled of the jumping.

Extreme VR Riding | Volcano | Bungee



Play Process

- Sit on the simulator and wear a safety belt. Put on the VR HMD and hold the wire.
- The simulator moves up and down by the wire when the experience starts.
- After the experience, take off the VR HMD and loosen the safety belt when the simulator completely stops.

Spec

Platform	VR HMD, Motion Simulator
No. of Player	1
Riding Time	3min.
Simulator Type	Wire Riding
Effect	Wind, Sound
Graphic Type	Unreal 3D



Beat Saber

내용입력

내용입력

내용입력



Play Process

- Put on the VR HMD and hold the controller in both hands.
- Proceed with the tutorial to learn how to play the game, and play.
- Take off the VR HMD after experience is complete.

Spec

Platform

No. of Player

Riding Time

Simulator Type

Effect

Graphic Type



Extreme Train

VR ride to speed through the sky in a magical tram to the treasure island floating in the sky.

You can enjoy the magical travel along the sky rail from the ground to the treasure island, high up in the sky. There are various eye catching scenery of the jungle, such as bat living cave and swamps.

The tram moves up and down, left and right to match the scene of the experience, to add the realistic attribute to the ride.

Extreme VR Riding | Jungle | Rollercoaster



Play Process

- Take a seat and wear the VR HMD and safety belt. Hold the handle.
- Simulator moves up and down, left and right when the experience starts.
- After the experience, take off the VR HMD and loosen the safety belt when the simulator completely stops

Spec

Platform	VR HMD, Motion Simulator
No. of Player	8
Riding Time	4.13min.
Simulator Type	Riding
Effect	Wind, Sound
Graphic Type	Unity 3D



Jungle Rafting

VR ride to enjoy rafting through rapid current in a rubber boat.

A various obstacles, such as rapid descent from the waterfall, passing through gigantic dinosaur are installed along the way to finish point with more pleasure-packed ride.

The simulator is made with a real rubber boat to add the realistic attribute to the ride.

Extreme VR Riding | Jungle | Rafting



Play Process

- Take a seat at the rubber boat simulator and wear the VR HMD and safety belt.
- Simulator moves up and down, left and right when the experience starts.
- After the experience, take off the VR HMD and loosen the safety belt when the simulator completely stops

Spec

Platform	VR HMD, Motion Simulator
No. of Player	4
Riding Time	4min.
Simulator Type	Riding
Effect	Wind, Sound
Graphic Type	Unity 3D

호러룸은 동일한 시뮬레이터에 2가지 콘텐츠가 적용됩니다.



Horror Room #1 Jungle Horror

A extreme horror experience, to escape from the primitive tribe in a wheel chair.

Deep in the Amazon, a girl was chosen for the sacrifice by the primitive tribe worshipping an evil spirit. You are invited into the haunted house by her spirit and will experience horror while escaping from this house in a wheel chair.

Depending on a dimly lit light, you wander around the pitch black underground tunnel where evil spirits roam and reached some place. The vibration of the simulator adds vividness to the whole ride.

Extreme VR Riding | Jungle | Horror



Play Process

- Take a seat at the vibrating chair type simulator.
- Chair vibrates when the experience starts.
- After the experience, take off the VR HMD when the simulator completely stops

Spec

Platform	VR HMD, Motion Simulator
No. of Player	4
Riding Time	4min.
Simulator Type	Riding
Effect	Wind, Sound
Graphic Type	Unity 3D

호러룸은 동일한 시뮬레이터에 2가지 콘텐츠가 적용됩니다.



Hell Rider

Horror Room #2 Hell Rider

VR racing of death, escaping from a valley of skeleton in a hearse

Experience the race macabre in a hearse driven by a skeleton driver, escaping from witches and zombies, set in a spooky forest.

Extreme VR Riding | Horror



Play Process

- Take a seat at the vibrating chair type simulator.
- Chair vibrates when the experience starts.
- After the experience, take off the VR HMD when the simulator completely stops.

Spec

Platform	VR HMD, Motion Simulator
No. of Player	4
Riding Time	3.3min.
Simulator Type	Riding
Effect	Wind, Sound
Graphic Type	Unity 3D

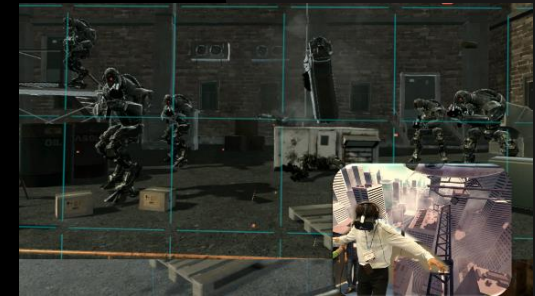


Skyscraper

Shooting game and high altitude combined into one experience, where users go up the skyscraper and battle with an enemy robots.

As a special agent, the user must sneak into the enemy-occupied skyscraper and take them with the gun, and neutralize the explosive. The experience also involves a thrilling high-flying experience of riding the elevator of skyscraper and cross the single log bridge on the rooftop. The elevation simulator contributes to the level of immersion of the experience.

Extreme VR Shooting+Sky scraper | City | Mission Game



Play Process

- Step on the elevation simulator, put on the VR HMD and hold the controller
- When the experience starts, simulator vibrates up and down to give elevating feeling.
- Follow the instructions to fire the gun using the controller and defeat the enemy.
- When the vibrating simulator stops, move forward along the single log bridge and operate the controller.
- Take off the VR HMD after mission clear.

Spec

Platform	VR HMD, Motion Simulator
No. of Player	1
Riding Time	4min.
Simulator Type	Vibration
Effect	Wind, Sound
Graphic Type	Unity 3D



ZOMBIE BUSTERS

Bust out those zombies to survive the apocalypse.

Shooting



Play Process

Spec

Platform

No. of Player 3

Riding Time

Simulator Type

Effect

Graphic Type



VR ROOM에는 다양한 캐주얼 게임이 들어갑니다.
선택해서 체험이 가능합니다.

VR Room

VR room where user can choose from various experience
such as fencing, baseball, music etc.

- 게임(예정)목록
- 좀비슬래셔
 - 은행보안관
 - 슈팅워리어
 - 추후 추가 예정



Play Process

- 각 플레이어 가 과녁에 활을 쏘아 맞추고 누적점수로 승부를 가리는 게임

Robin Hood

An archery game to hit the mark and earn score

실제 화살을 쏘 과녁을 맞추는 어트랙션

Archery

Spec

Platform	
No. of Player	4
Riding Time	
Simulator Type	
Effect	
Graphic Type	

VR Adventure

VR ADVENTURE 실감나는 가상의 경험을 할 수 있는 VR 어트랙션 시리즈입니다.

국내 최대, 최다의 VR 어트랙션과 콘텐츠를 보유하고 있으며, 지속적인 연구개발로 VR테마파크를 선도합니다.

VR JUNGLE ADVENTURE

BUNGEE JUMP



HANG GLIDING



RAFTING



SURVIVAL HIGH BRIDGE



HOT AIR BALLOON



JUNGLE ROLLERCOASTER



VR NEWYORK CITY ADVENTURE

BUNGEE JUMP



SURVIVAL HIGH



HOVER-BOARD



CITY HORROR



COMING
SOON

CITY RACING



COMING
SOON

VR ADVENTURE Product

VR HORROR ADVENTURE

FLYING WITCH BROOM



GHOST CAR



HAUNTED HOUSE



HALLOWEEN SLASHER



JUNGLE HORROR



Room-scale VR contents

SHOOTING WARRIOR



PYRAMID TREASURE HUNTER



VR CONCERT



HOMERUN BASEBALL



FRUITS FENCING



OCEAN SHIP HIGH BRIDGE



VR Adventure Reference

VR ADVENTURE 실감나는 가상의 경험을 할 수 있는 VR 어트랙션 시리즈입니다.

국내 최대, 최다의 VR 어트랙션과 콘텐츠를 보유하고 있으며, 지속적인 연구개발로 VR테마파크를 선도합니다.



송도 몬스터VR <VR JUNGLE ADVENTURE>



에버랜드 할로윈 페스티벌 <HAUNTED HOUSE>



SKT 모바일 5G 어드벤처 <VR JUNGLE ADVENTURE>



포르투갈 리스본 RiR2016 <갤럭시 어드벤처 파크>



2018 서울VR엑스포 <NY HOVERBOARD>



미국 올란드 IAAPA <VR JUNGLE RAFTING>



롯데워터파크 <VR JUNGLE HANG-GLIDING>



에버랜드 할로윈 페스티벌 <HAUNTED>



2017 VR엑스포 <JUNGLE BUNGEE JUMP>



일본 삿포로 VR PARK TOKYO <FLYING WITCH>



2018 서울VR엑스포 <MR BANK SHERIFF>

Immersive theme Media space

테마파크 공간 전체내에 프로젝션 맵핑을 통해 다양한 테마의 몰입감 있는 가상 공간과 미디어를 경험한다.

마케팅 포인트 : 콘텐츠 구성에 따라 월간, 연간 공간 경험 기획 홍보로 고객을 지속적으로 유입하는 경험 (전시,박물관의 장점)

THEME 별 space media

EVENT CONTENTS



Jungle & forest
nature

City & modern
life

Media art &
Event media

THEME space media contents

시즌별, 이벤트별 공간의 테마를 구성하여 지속적인 고객 유도과 새로운 미디어 경험을 선사하고, 차별화된 환상적인 공간 경험을 제시한다.

NATURE



SEASON



UNIVERSE



ART
&
DESIGN



masterpiece



Media art



CONCEPT &
EVENT

Travel



christmas



Halloween



Sports attraction

실제 스포츠 도구를 활용한 디지털 기반의 인터랙티브한 스포츠 게임을 함께 즐긴다.

Shooting sports attraction

1. arrow



2. Basket ball & ~ casual shooting



3. gun





www.mediafront.kr

Copyright© 2019 MEDIAFRONT Corporation All Right Reserved.