

LASER MAZE CHALLENGE[®]
with
BEAM
BUSTER[®]

VIDEO CAPTURE

Start-Up Guide



WHAT IS VIDEO CAPTURE?

- With Funovation's Video Capture technology, players can relive, share, and post videos (on various Social Media sites) of their favorite laser maze moments, while marketing your business to their friends and family.
- Designed to act as a digital marketing platform as well as Video Player, the software can be customized to feature your branding, messaging, and links to your business.



WHAT YOU WILL NEED TO PROVIDE:

- Signed LOI with Funovation
- Completed Credit Card Form
- Internet connection
 - Hardwire or private wireless network preferred
- Information to include on our customizable Banner and Advertising Slate Templates or your own Banner and Advertising Slate Artwork
- URL for Landing Page



GETTING STARTED –

Video Capture Basics

- Video Page (p. 5)
- Banner (p. 6-8)
- Advertising Slate (p. 9-12)
- Landing Page (p. 13)



VIDEO PAGE

After purchasing a video, the player will get a link to his/her video (either on their sticker or via email).

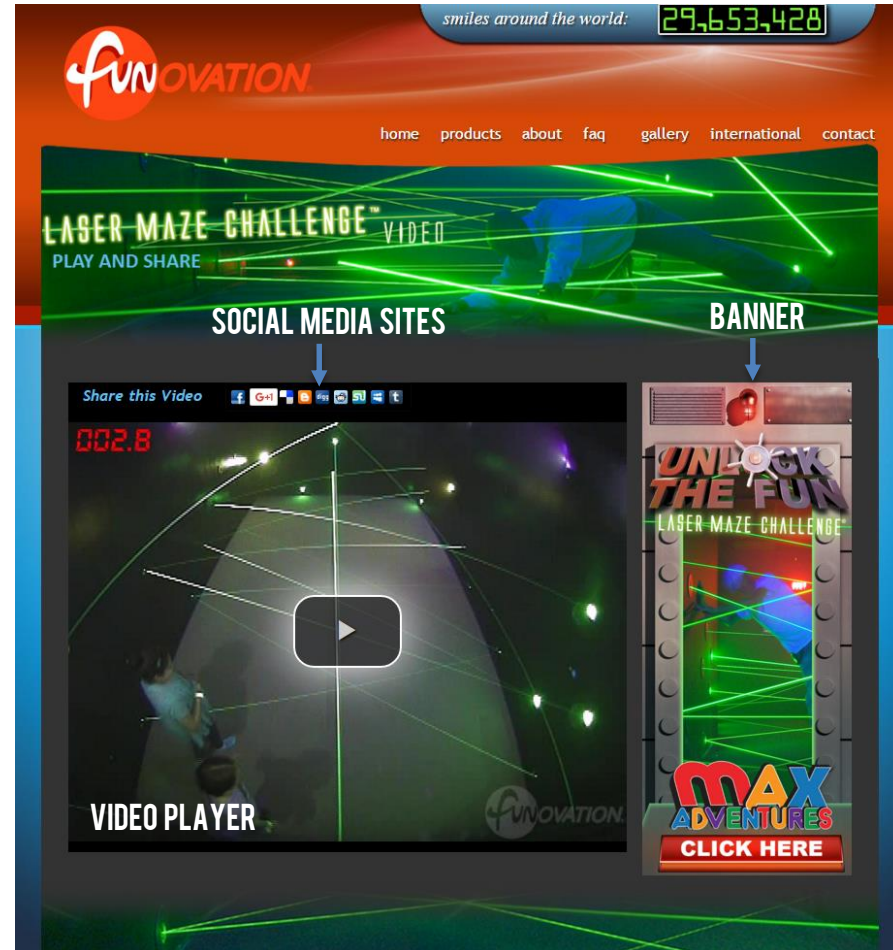
Upon accessing this link, s/he will be taken to the Video Page

From here, s/he can view the video and upload it to various social media sites.

Anyone that clicks on the player's video from a social media site will also be brought to this page and be able to view and share the video.

This page contains your banner that when clicked, takes people to your center's landing page

This page is provided by Funovation and hosted on our server.



BANNER

- The banner is a space/opportunity to market your center. It appears on the Video Page, to right of the Video Player. When clicked, the banner will take the viewer to your website (or landing page) of your choice.
- You can:
 - a) Choose from one of our pre-made templates (p. 7)
 - b) Or opt to create your own following the specifications provided on page (p. 8)



A) PRE-MADE BANNER TEMPLATES



Laser Maze Challenge®
with Beam Buster®
Banner 1



Laser Maze Challenge®
with Beam Buster®
Banner 2



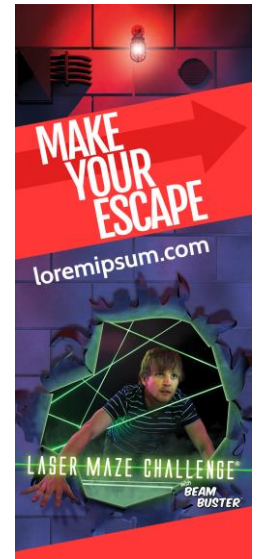
Space Quadrant 2051™
Banner



The Time Portal™
Banner



The Vault™



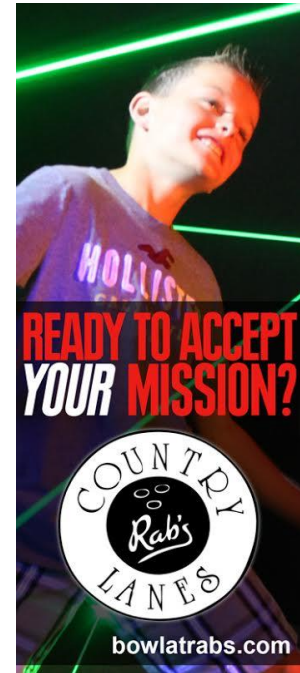
The Vault Escape™
Banner

→ Each of these templates can be populated with your center's name in the fields above that say "Your Fun Center."



B) CREATING YOUR OWN BANNER

- If you would like to create your own banner artwork, please follow these specifications:
 - The banner should be 170 pixels W x 400 pixels H
 - Make it noticeably “clickable” and inviting to click on
 - We recommend including your name, logo, and a tagline. If you want to include your logo, please send us the image file (png or jpeg).
- Funovation will link the banner to your website or a landing page of your choice



Rab's Country Lanes
Banner Artwork

ADVERTISING SLATE

- The advertising slate is another space/opportunity to market your center. It is embedded into the player's video and appears for a few seconds before the Laser Maze Challenge video begins. When the player posts their video to a Social Media site (for example, Facebook), the advertising slate will be included- increasing your center's online visibility.



Max Adventures
Advertising Slate Artwork



ADVERTISING SLATE CONTINUED

- Like the banner, you can:
 - a) Choose from one of our pre-made templates (p. 11)
 - b) Or opt to create your own following the specifications provided on page (p. 12).



A) PRE-MADE ADVERTISING SLATE TEMPLATES



Laser Maze Challenge® with Beam Buster® Slate 1



Laser Maze Challenge® with Beam Buster® Slate 2



Space Quadrant 2051™ Advertising Slate



The Time Portal™ Advertising Slate



The Vault™ Advertising Slate



The Vault Escape™ Advertising Slate

- Each of these templates can be populated with your center's name, logo, and website address. If you want to include your logo, please send us the image file (png or jpeg preferred).

CREATE YOUR OWN ADVERTISING SLATE

- If you would like to create your own slate artwork, please follow these specifications:
 - The advertising slate should be 640 pixels W x 480 pixels H
 - We recommend including your name, logo, a tagline, and a Laser Maze Challenge image



LANDING PAGE

Your Landing Page will be the page on your website that a person sees after s/he has clicked on the banner and/or text.

- This can be an existing page on your website or a specially-created page.
- You will be in charge of providing the page URL to Funovation, so we can correctly link your banner and text to it.



SELLING VIDEOS – OPERATIONS

Determine your point of sale plan:

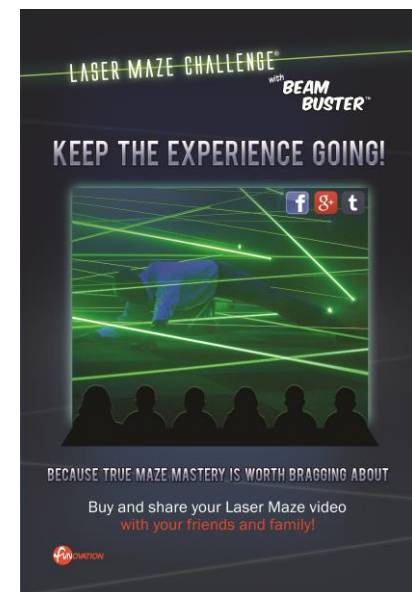
- When and Where?
 - Before Laser Maze:
 - Included in package (birthday parties, bundles)
 - Included in admission fee
 - As an add-on to their Laser Maze purchase
 - After Laser Maze:
 - Have a point of sale at the Laser Maze (accept dollars, tokens, or credits)
- How much should you charge?
 - You know your market- make it enticing yet profitable



MARKETING

We've done some of the leg work for you...

- Start with the templates pictured (source files available separately) and go from there! Post signs near your maze and payment counter (if applicable).
- Host a training session for your staff on the ins and outs of Video Capture. Have the Video Capture Reference Guide readily available (included in your User's Manual). Encourage your employees to upsell videos (Have an employee contest!).
- Consider bundling videos into your Party Packages as a unique party favor



READY TO LAUNCH

Once you have everything in place, start selling videos!

- *We would love to hear from you!*
- Let us know your best practices and, of course, do not hesitate to contact us with any questions:

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