***Press release – EMBARGOED until Monday August 11th, 12:00 CEST.***

* *A consortium is designing and building an interactive dark ride at Six Flags Qiddiya City;*
* *The consortium consists of Jora Vision, ETF Ride Systems and Alterface;*
* *The ride is titled The Enchanted Greenhouse and is set in an abandoned greenhouse;*
* *The Enchanted Greenhouse boasts 12 six-seater trackless vehicles traversing 160m within 1300m2 of highly themed environments and a unique approach to interactivity.*

**The Enchanted Greenhouse:**

**a new interactive dark ride is sprouting**

***Jora Vision, ETF Ride Systems and Alterface team up to create a unique interactive dark ride in groundbreaking Six Flags Qiddiya City, KSA***

*Ever since its announcement, the development of Six Flags Qiddiya City has stimulated the imagination of theme park industry insiders. Located in the shadow of the awe-inspiring Tuwaiq Mountains, Six Flags Qiddiya City is not your ordinary theme park. Every announced ride seems to shatter a new record: from the highest drop tower to the mind-boggling Falcons Flight, which is set to become the world’s tallest, fastest and longest coaster. But the park is not just for thrill seekers. Among all peaks and summits, a consortium* *of Jora Vision, ETF Ride Systems and Alterface is designing and building a new key ride. An interactive dark ride that will set a new bar for interactive and themed indoor attractions: The Enchanted Greenhouse.*

A green tunnel with plants and flowers

Description automatically generated with medium confidence

The Enchanted Greenhouse is nestled within the heart of “Twilight Gardens”, one of the six themed zones the park features. Within this mesmerizing landscape, you are welcomed into a long-lost greenhouse to uncover its mysteries. During your expedition you encounter various secrets to unravel, from the identity of the elusive warden ‘Farasha’ (the butterfly) to the hidden inhabitants of the greenhouse. All these adventures are presented through a unique approach to interactivity.

The Enchanted Greenhouse will offer a unique family-friendly experience in Saudi being an oasis full of wonder and magic, where you can interact with all you see around you; If your team is sharp enough to spot it all, that is.

**Singular view on interactivity**

The central idea is that an interactive dark ride should also be fun to enjoy when your finger is not on the trigger. Instead of a classic shooting gallery, you experience memorable scenes you can influence. Here the interactivity adds to the experience instead of distracting from it. The Enchanted Greenhouse offers a collaborative gameplay experience, inviting guests to jointly uncover the wonders around them. Each vehicle works together to awaken the inhabitants of this mystical world: guests wield the power to alter colours, influence behaviours, and illuminate these creatures, breathing life into the green haven. The experience is no longer just a game or a competition, but a journey where the visitors must cooperate to discover the magical biosphere that surrounds them.

**A consortium like no other**

When the call for a new dark ride came in, Jora Vision immediately partnered up with Alterface and ETF Ride Systems. Even though collaboration within the themed entertainment industry is common, a consortium with this level of experience is rare. Not only is each participant itself accomplished within the industry, but the companies have also partnered before on award winning rides as *Bazyliszek* (Legendia Poland) and *Popcorn Revenge* (Walibi Belgium).

By joining forces from the get-go, the opportunity arose to fully align every ride element. By starting with comprehensive 3D design studies, Jora Vision made sure the ride’s feature fit perfectly in the framework that Six Flags Qiddiya City provided. Extensive storyboards and numerous illustrations made the environment come to life. With a themed surface of 1300 m2 the dark ride is rather compact. Still, by creating smart scenes, the experience lasts almost five minutes and will have an extensive pre-show. The result? A harmonized experience where every part interlocks perfectly due to close collaboration and an eye for detail.

**A flourishing storyline**

Jora Vision created the overall concept and the (still classified) story for the ride. The whole tale is told by multiple animatronics, 14 multimedia projectors and a never-before-seen effect in an interactive dark ride. All hidden in immersive décor that is overgrown with thousands of lifelike otherworldly plants.

The narrative is influenced both by the local culture and stories inspired by Saudi and the region that resonate with the park visitors. Unique for a ride of this type, there is also a symbolic meaning that infuses the ride: every feature reaches back to a positive message of love and growth.

“Six Flags Qiddiya City is an extraordinary development in our industry, renowned for its creative and visionary ambitions. We believe The Enchanted Greenhouse harmonizes beautifully with these enchanting aspirations, promising to be a brand-new ride experience for families to enjoy in Saudi”, says Robin van der Want, Project development director at Jora Vision.

**Signature vehicles**

ETF Ride Systems provides their signature autonomous trackless Multi Mover vehicles. Each vehicle has a beautiful custom themed body with animated elements. It seats 6 guests and gives each an unobstructed view of the ride. These 12 vehicles will cruise a 160-meter-long course.

During the ride, multiple scenes will take advantage of the absence of a physical track, allowing for movements and effects that are impossible with traditional rails. Additionally, a unique non-linear loading station increases capacity and reduces queue times.

“With all the different elements and vehicles, it’s like conducting an orchestra to create a symphony”, Ruud Koppens, the CEO of ETF Ride Systems says.

**Hands-on interactivity**

The unique view on non-intrusive interactivity in this ride demands a new approach to interactivity. Alterface adds their technological know-how and makes the interactive elements blend in seamlessly with the ride’s lush surroundings. A vast array of interactive components add to the challenge: media content, physical props, Pepper’s Ghosts and mapped projections all combine to tell the story. Beside linking all these unique gameplay elements, Alterface has coordinated the media, music, and lighting, thus ensuring a cohesive and magical experience.

“The collaboration with ETF Ride Systems and Jora Vision is key. This allows us to use an entire register of visual tricks and to hide the technology from the guests to immerse them into a truly magical experience”, according to Stephane Bataille, the CEO of Alterface.

**From the ground up**

Six Flags Qiddiya City is the first Six Flags park designed and built from the ground up outside North America. Park construction continues steadily and is expected to be completed by 2025. Qiddiya City is a new global destination built from scratch on the foundations of play. Located 40mins away from Riyadh, the vibrant city brings entertainment, sports and culture together in a way never seen before.

If you can’t wait until 2025 to see more of the ride, Jora Vision, ETF Ride Systems and Alterface are hosting a reveal event at the IAAPA Europe in Amsterdam. Here they will share more juicy details about the ride and reveal an interesting part of the ride. Interested? Visit the Jora Vision booth (#12416) on September 24th at 14:00 during the IAAPA Europe show.

**For more information, please contact:**

***Jora Vision, Interview requests and General project inquiry***

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Description automatically generatedJora Vision’s design expertise and building mastery makes for a one-stop-shop for themed entertainment. With over 30 years of experience, we are Europe’s most seasoned company for design and build. Starting with your dreams and goals, we use our storytelling expertise to create themed experiences beyond imagination.

Our home offices in the Netherlands brim with activity of over 50 specialist designers and expert craftspeople: from architects to carpenters. With over 3000 square meters of workshops, we are well equipped to create even the biggest experiences in-house.

Our projects have won multiple THEA-Awards. From the only mini golf experience ever to win one, to the Quake tourist experience in Lisbon: we are proud to have received 8 of these ‘Oscars of themed entertainment’. Two of these are for dark rides, our secret passion.

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ETF Ride Systems develops rides that enhance the experience of your

theme park, museum or event. Whether you are looking for a track-

bound or trackless ride on the ground, in the water, elevated or suspended. All our ride concepts have the flexibility to integrate your

specific requirements and merge discretely into your parks backdrop or

to represent a specific theme. ETF Ride Systems is your reliable partner

with decades of experience around the world.

We develop customized rides based on proven technology. This can be together with any partner for decoration, media integration or for animation to create that unique ride suitable for the whole family.

Founded in 2001 and headquartered in Belgium, Alterface is a global leader in crafting cutting-edge interactive dark rides and attractions for theme parks and entertainment centers. We offer both comprehensive technology and turnkey creative solutions for attraction operators worldwide.

Visitors can experience Alterface’s interactive rides at premier destinations such as Walibi Belgium, Legendia, Qingdao Wanda, Warner Bros. World, Jardin d’Acclimatation, Phantasialand, Six Flags, Lego Discovery Centers, Ferrari World, IMG, Lotte World, Yumiyuri land, Hersheypark, PortAventura, Lost Island, and many more.

The company has earned multiple Thea Awards for Outstanding Achievement, in addition to numerous industry honors, including Brass Ring Awards, Park World Excellence Awards, and European Star Awards.