

DUNES

RESORT & CONVENTION HOTEL

10.21.2019

WORK IN PROGRESS REPORT 1.0

EXPERIENTIAL INTERACTIVE RESORT

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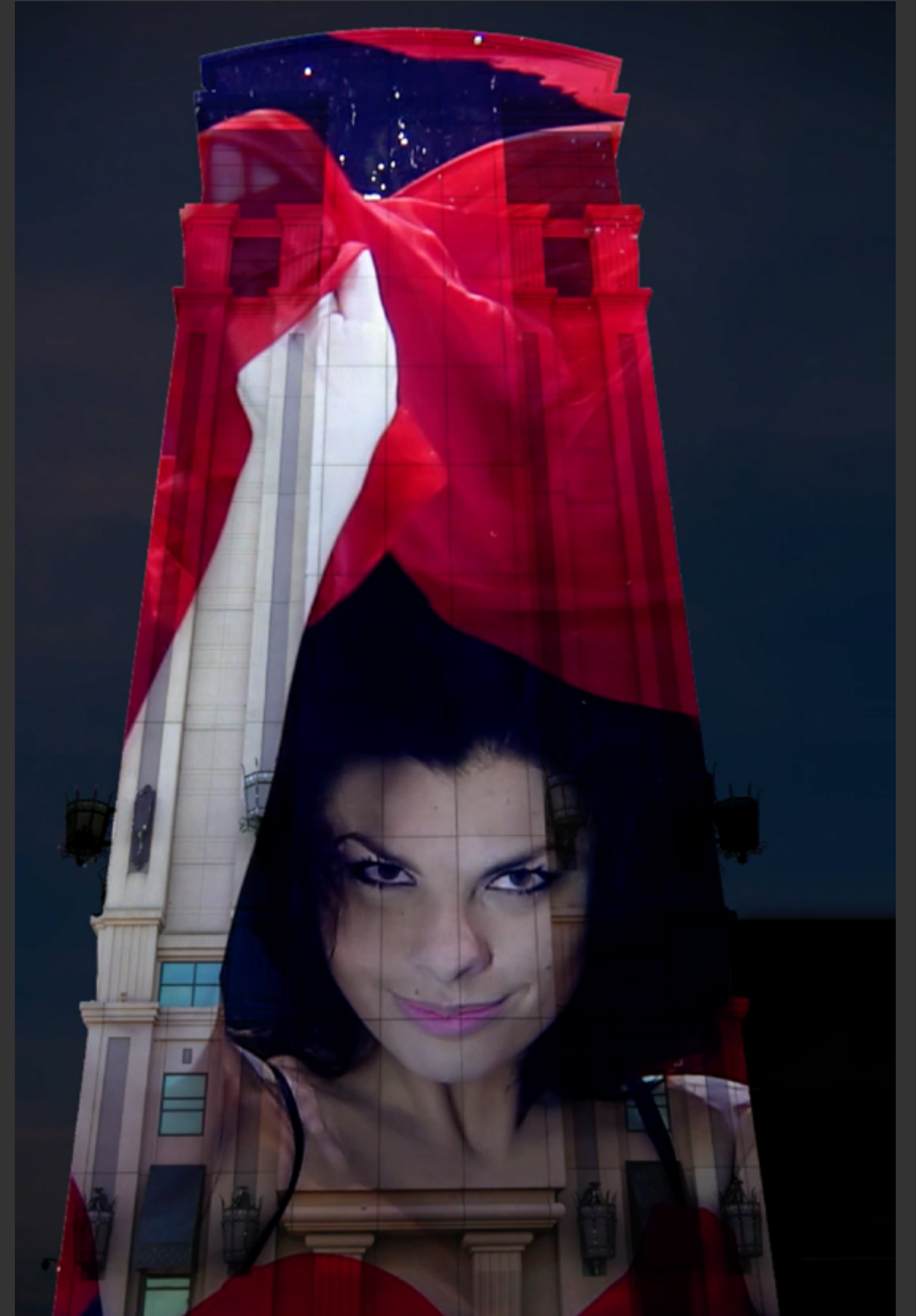
+

DAMICO

EXIT

WEST TOWER



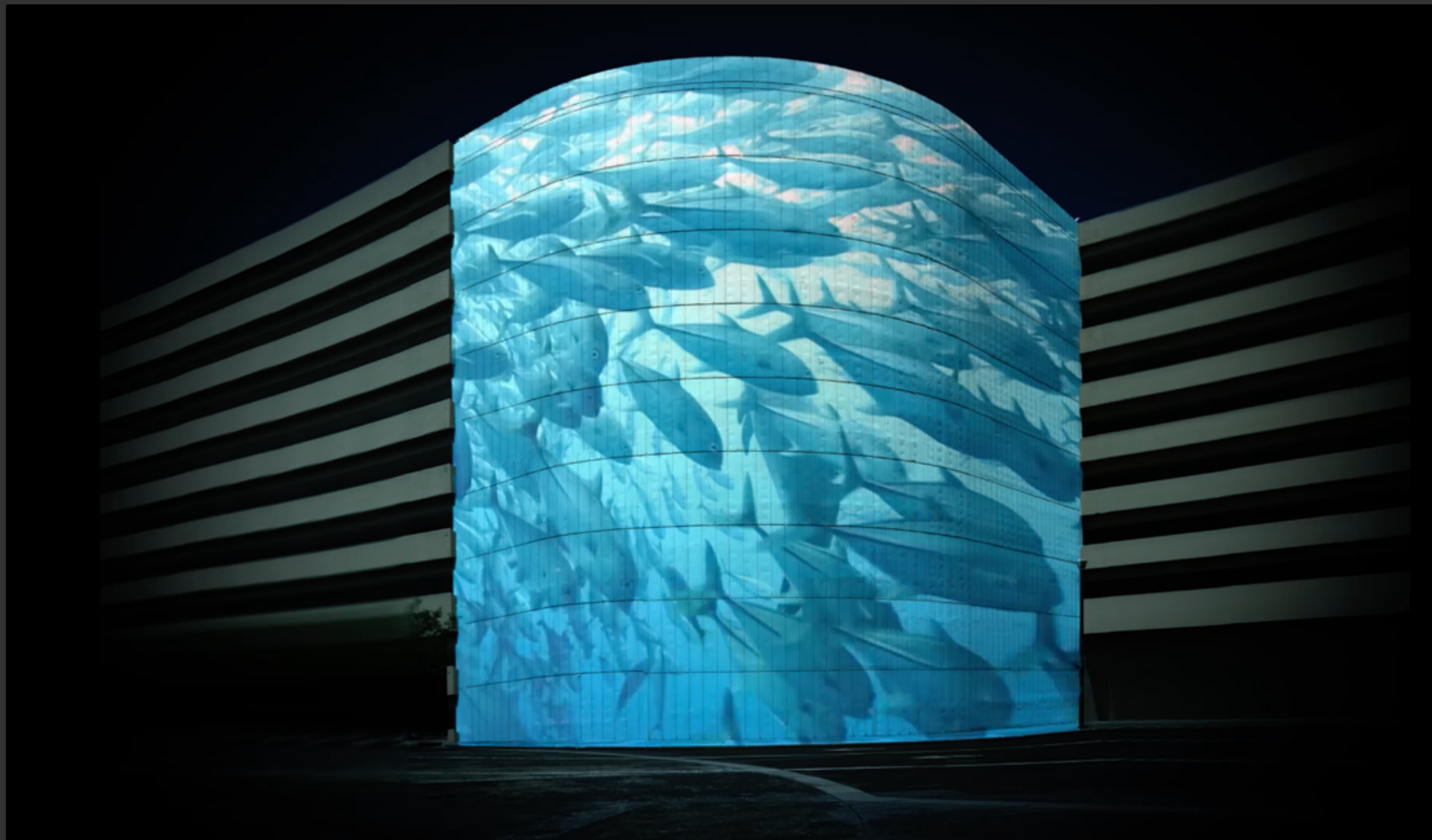


WEST TOWER

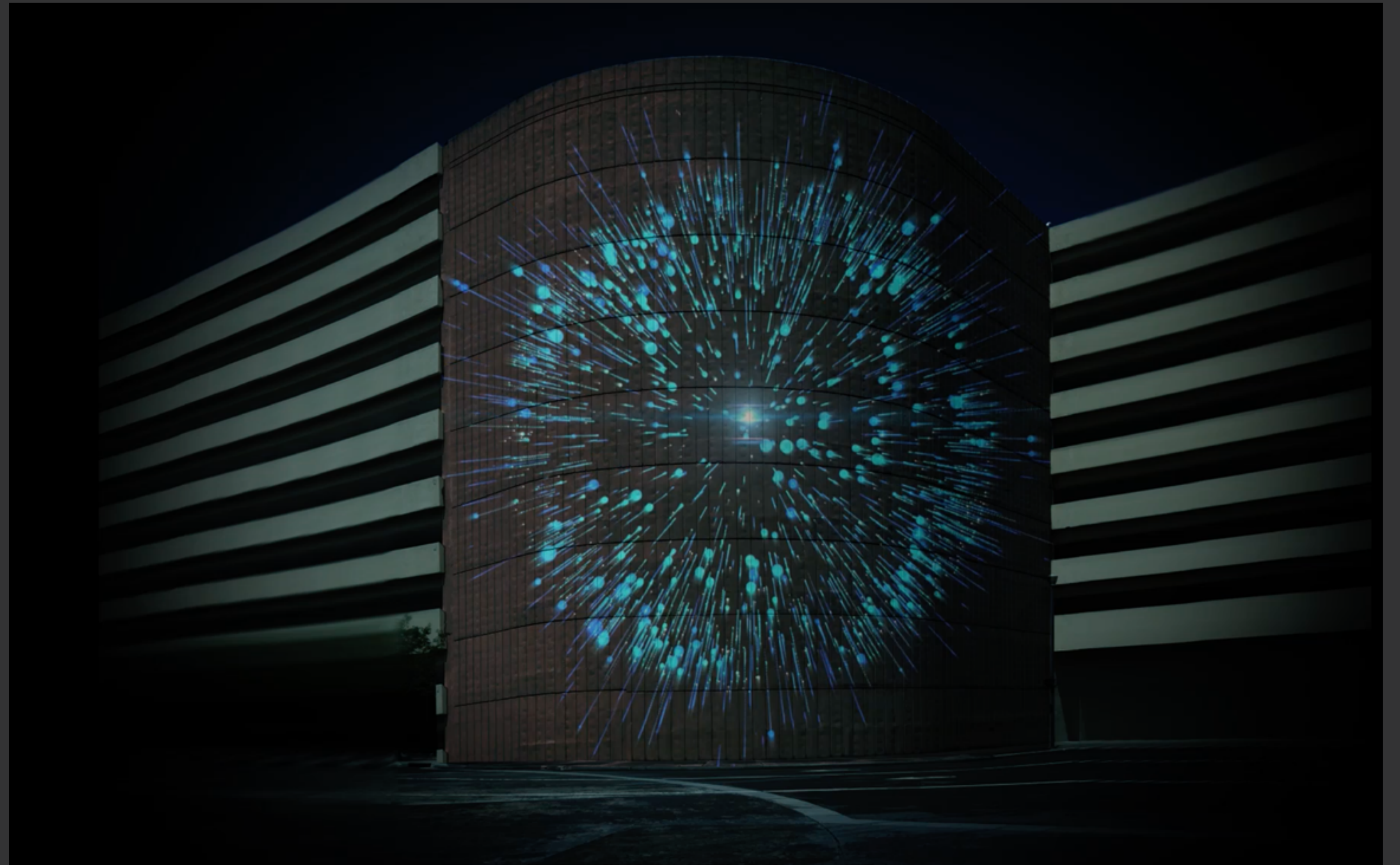
CURVED WALL PARKING STRUCTURE



CURVED WALL PARKING STRUCTURE



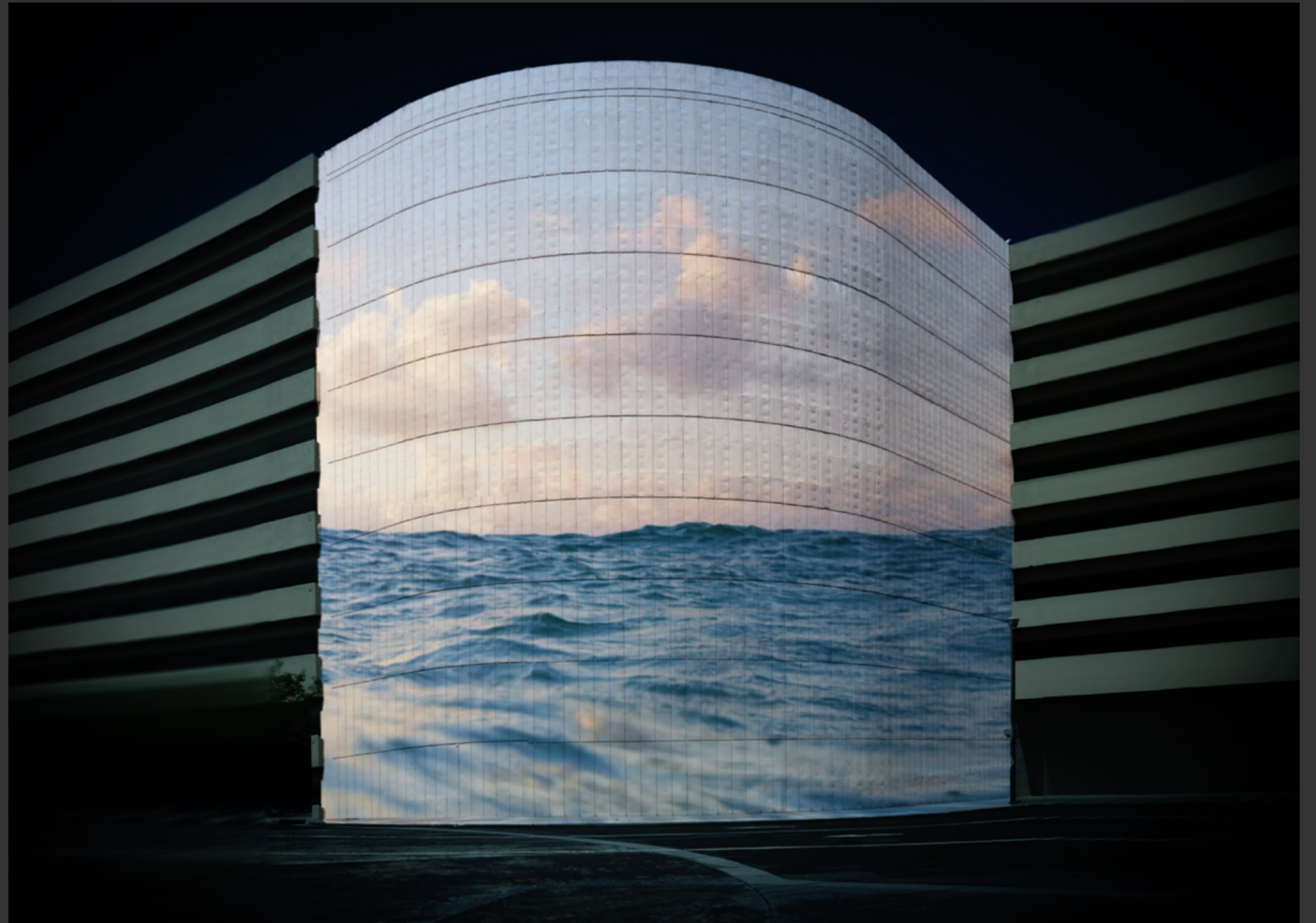
CURVED WALL PARKING STRUCTURE



CURVED WALL PARKING STRUCTURE



CURVED WALL PARKING STRUCTURE



PROMENADE

PORTAL TO DUNES



PROMENADE

CHALLENGES

- Monetization
- Use as walkway
- Existing moft
- Pedestrian lighting
- Placement of projector array
- Safety egress and exits
- Directional signage & wayfinding
- Convention space integration



PROMENADE MOOD BOARD - THE PHYSICAL



PROMENADE

WHAT IT COULD BE



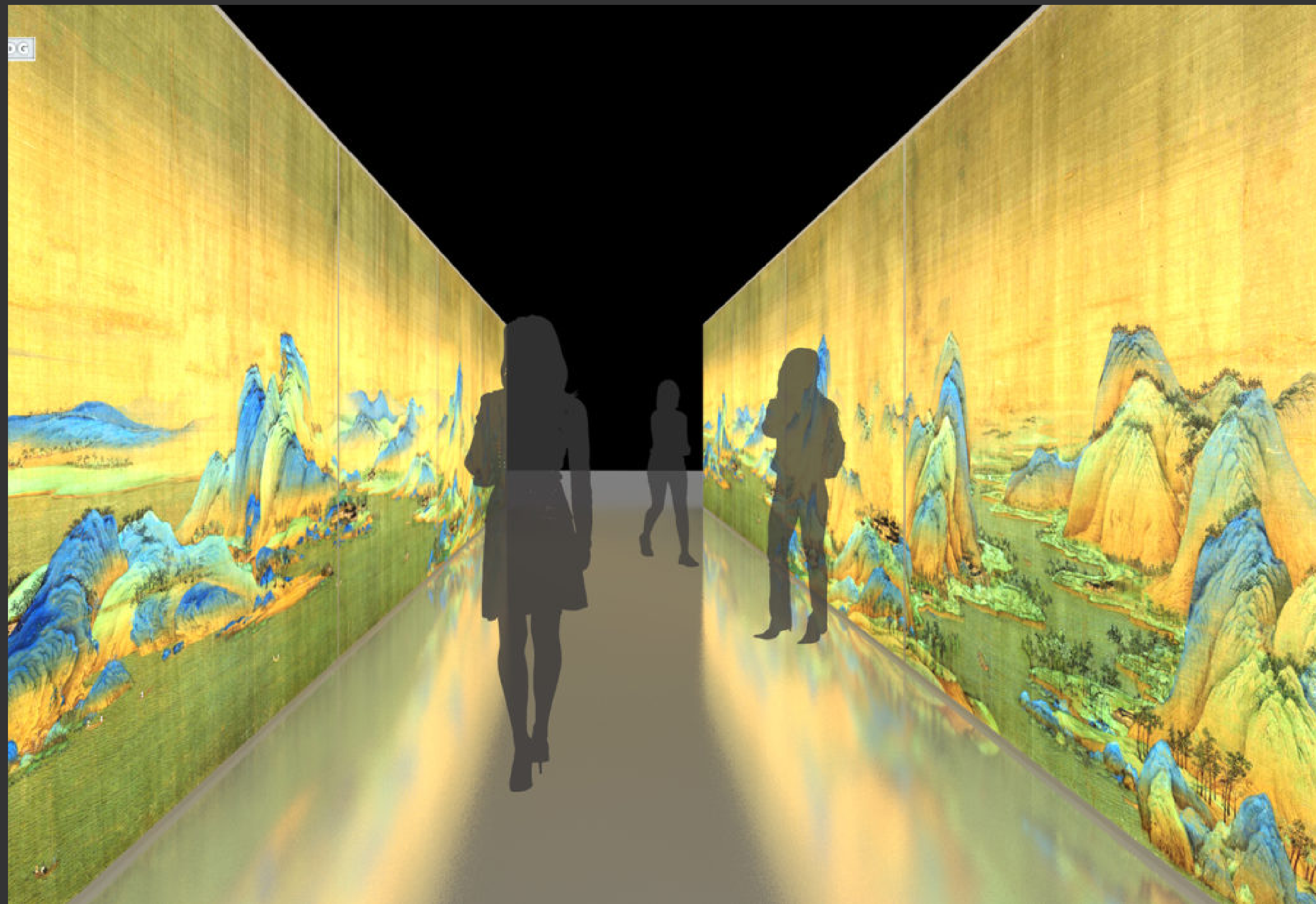
PROMENADE

WHAT IT COULD BE



PROMENADE

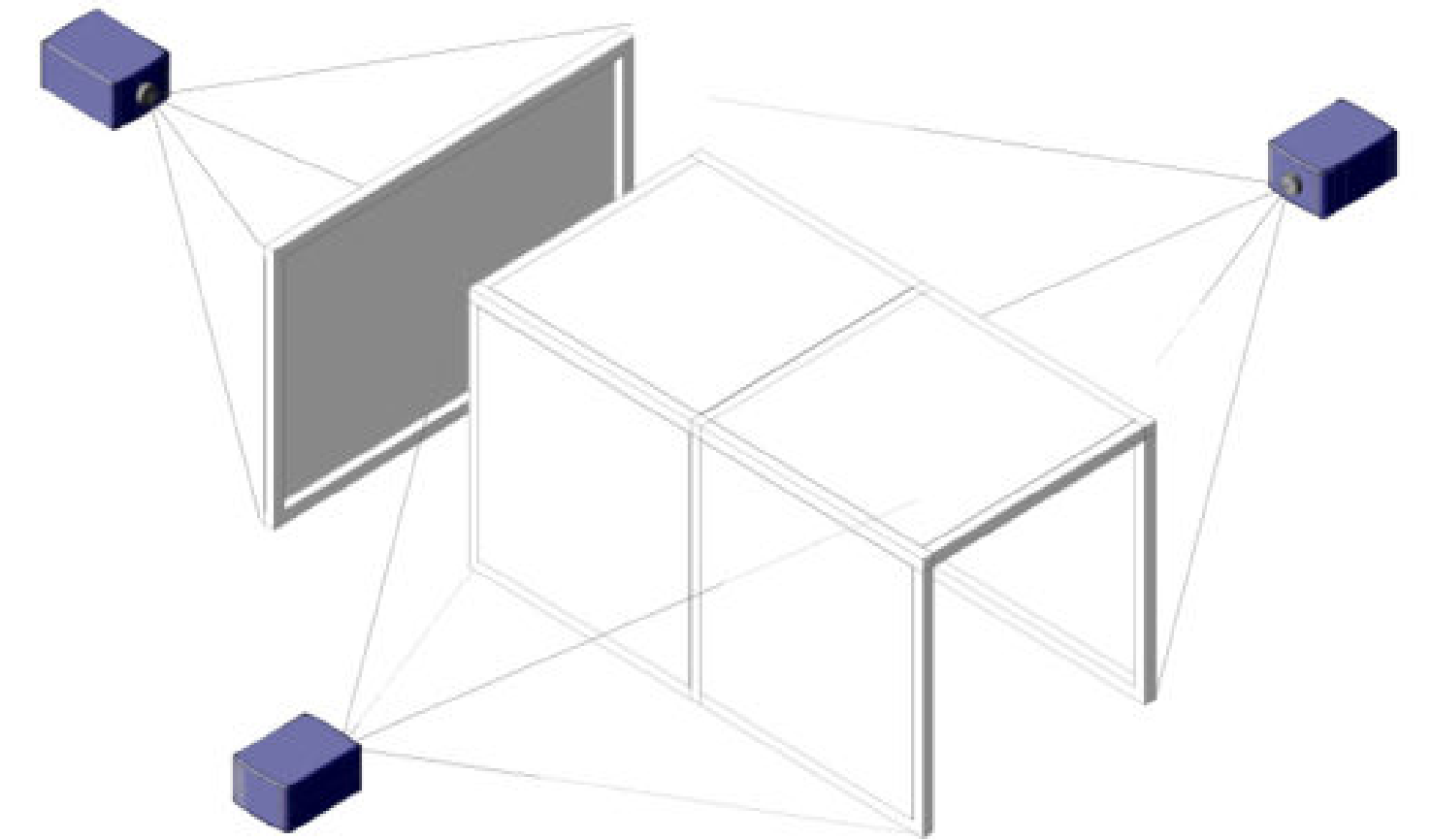
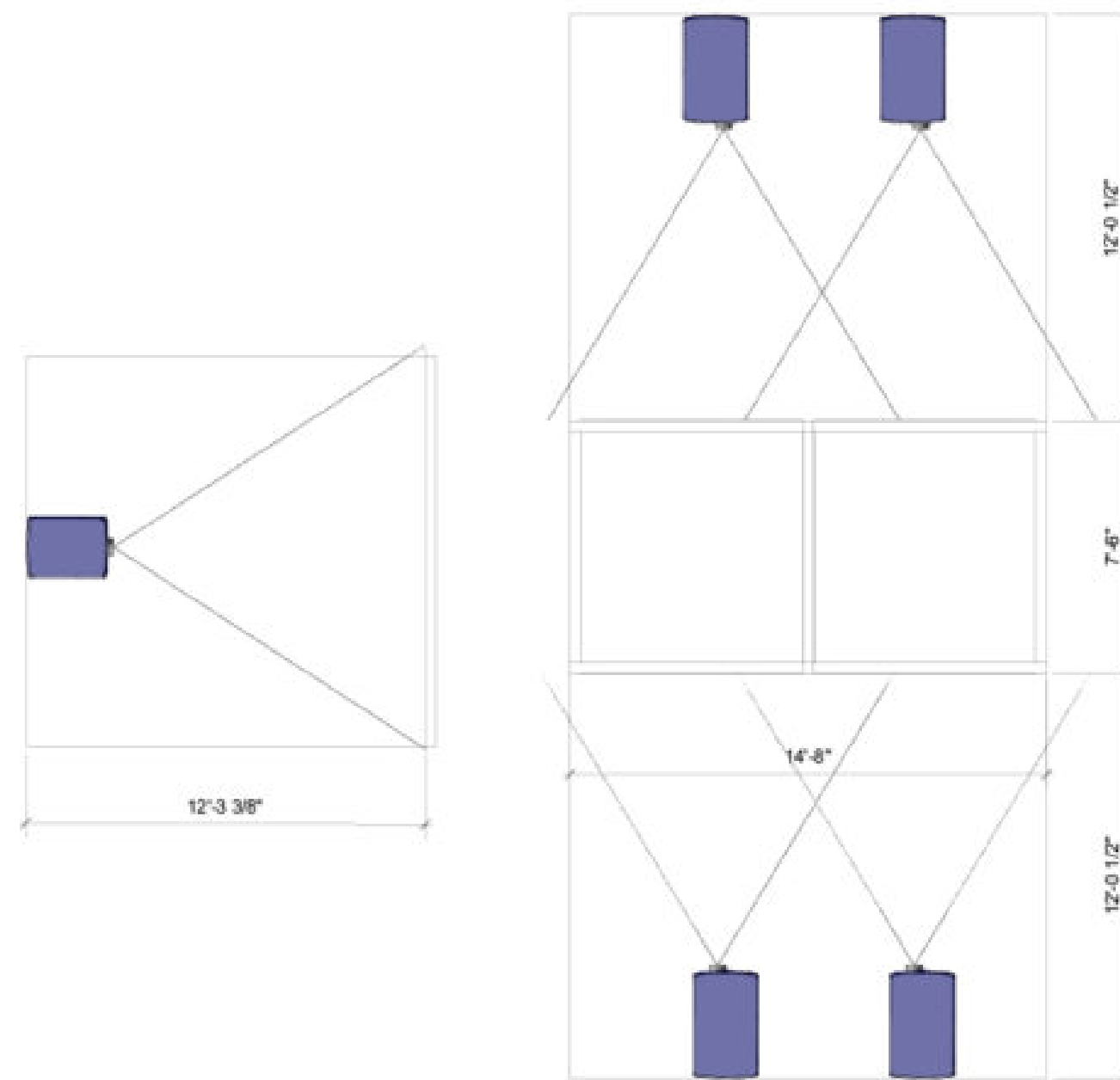
WHAT IT COULD BE



PROMENADE

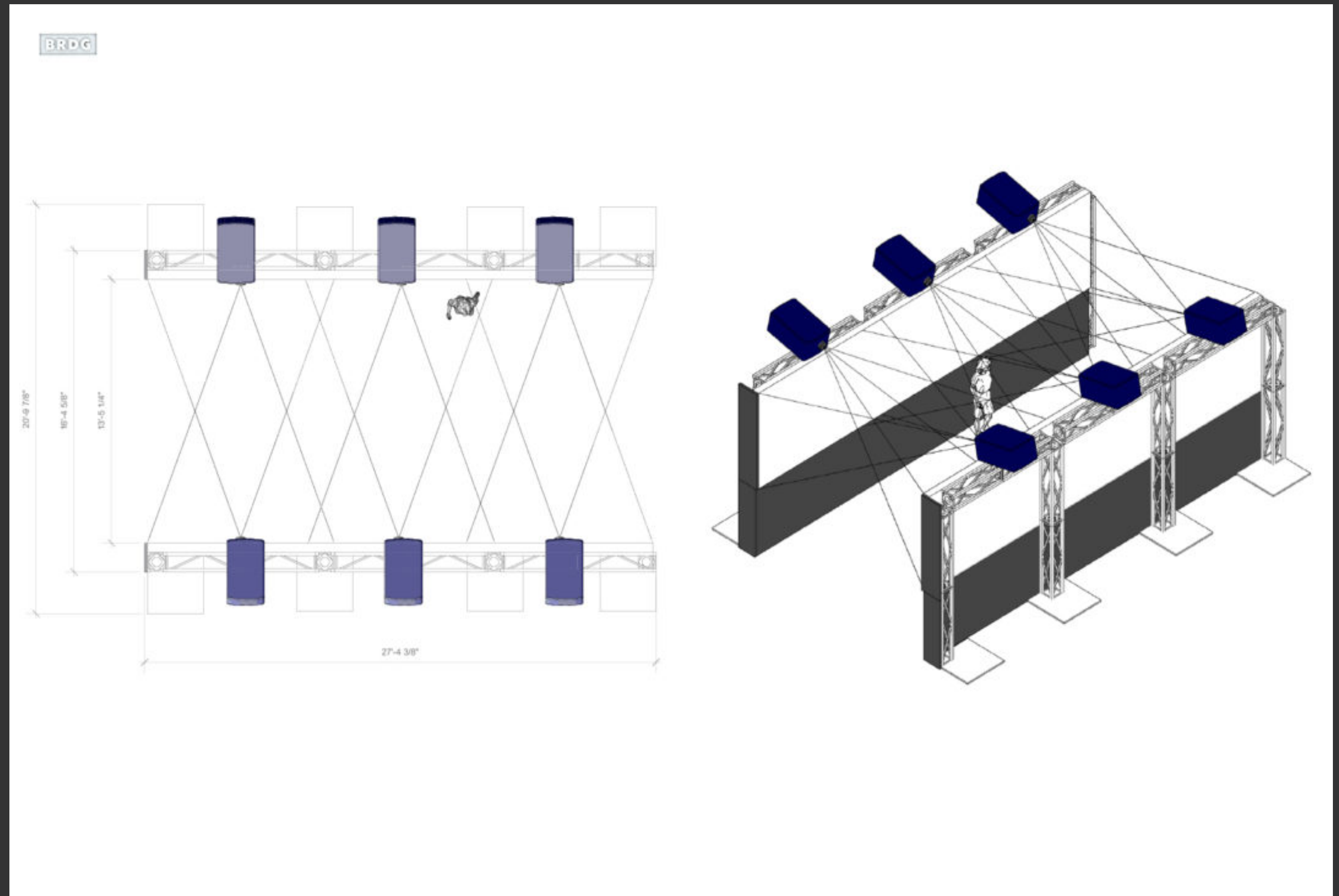
WHAT IT COULD BE

BRDG



PROMENADE

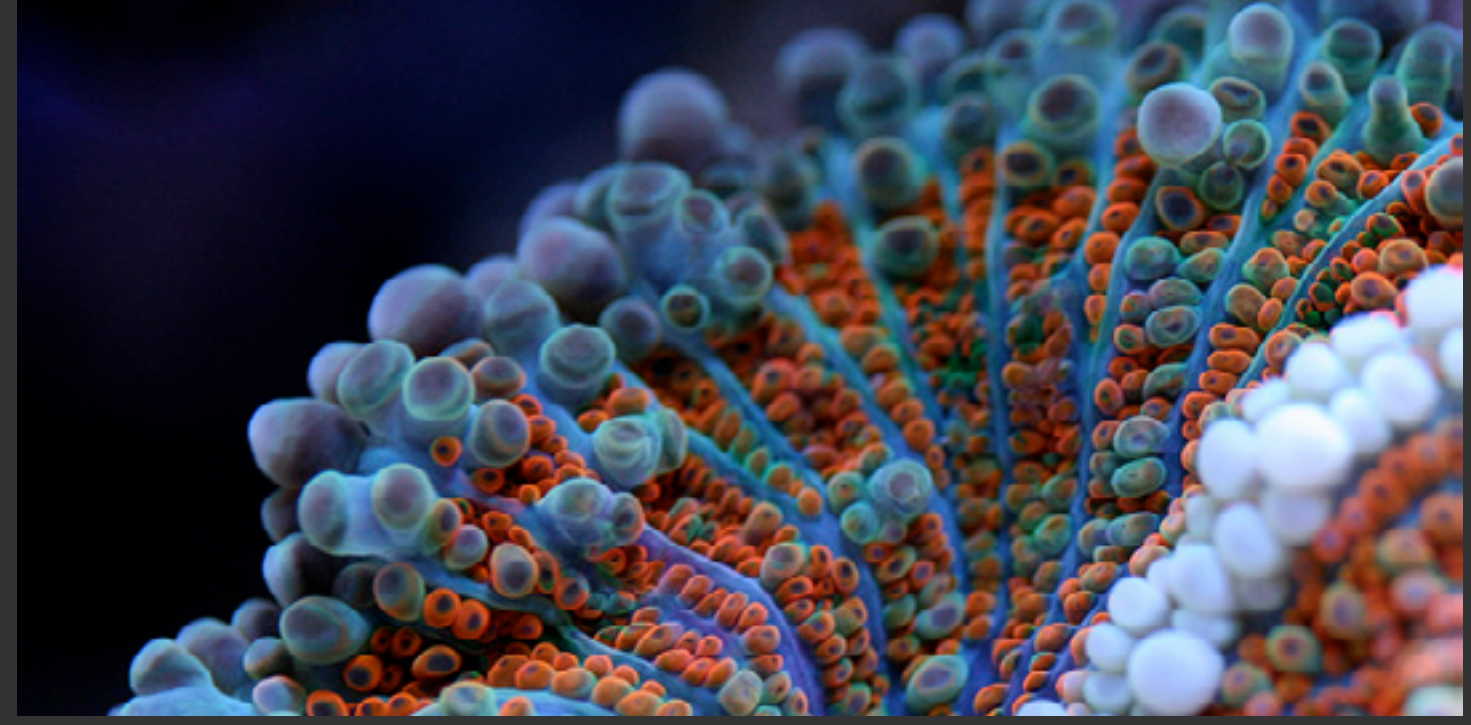
WHAT IT COULD BE



PROMENADE - CONTENT STYLE GUIDE



PROMENADE - CONTENT STYLE GUIDE



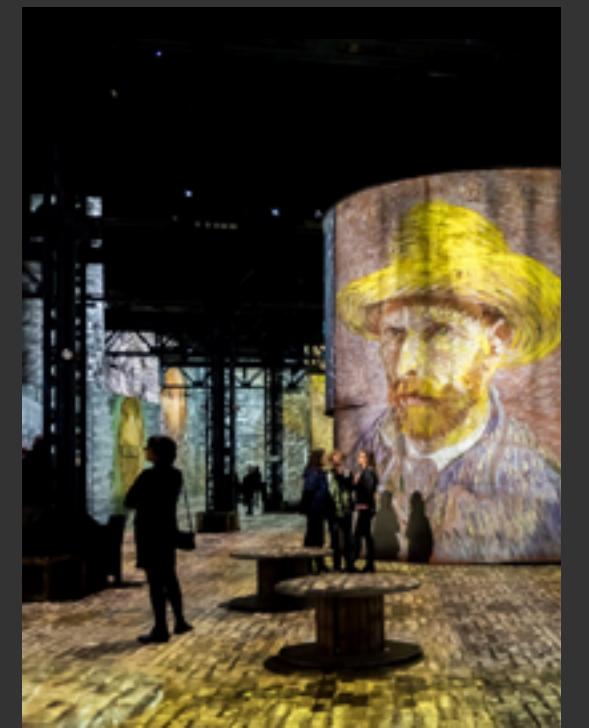
MUSIC HALL ESCALATOR



MUSIC HALL ESCALATOR



ATELIER DES LUMIÈRES



MUSIC HALL ESCALATOR

POSSIBILITIES



**MUSIC HALL
ESCALATOR**





MUSIC HALL
ESCALATOR

A photograph of the Music Hall Escalator. The scene is dominated by a large, vibrant blue mural. On the left, a school of fish swims upwards. In the center, a woman with dark hair is depicted in a dynamic, expressive pose, her arms outstretched. To the right, a multi-story building with several windows is visible, with green light trails swirling around it. The overall atmosphere is artistic and dynamic. The text 'MUSIC HALL ESCALATOR' is overlaid in the lower-left corner.

MUSIC HALL
ESCALATOR

MUSIC HALL ESCALATOR

POSSIBILITIES



MUSIC HALL ESCALATOR

POSSIBILITIES



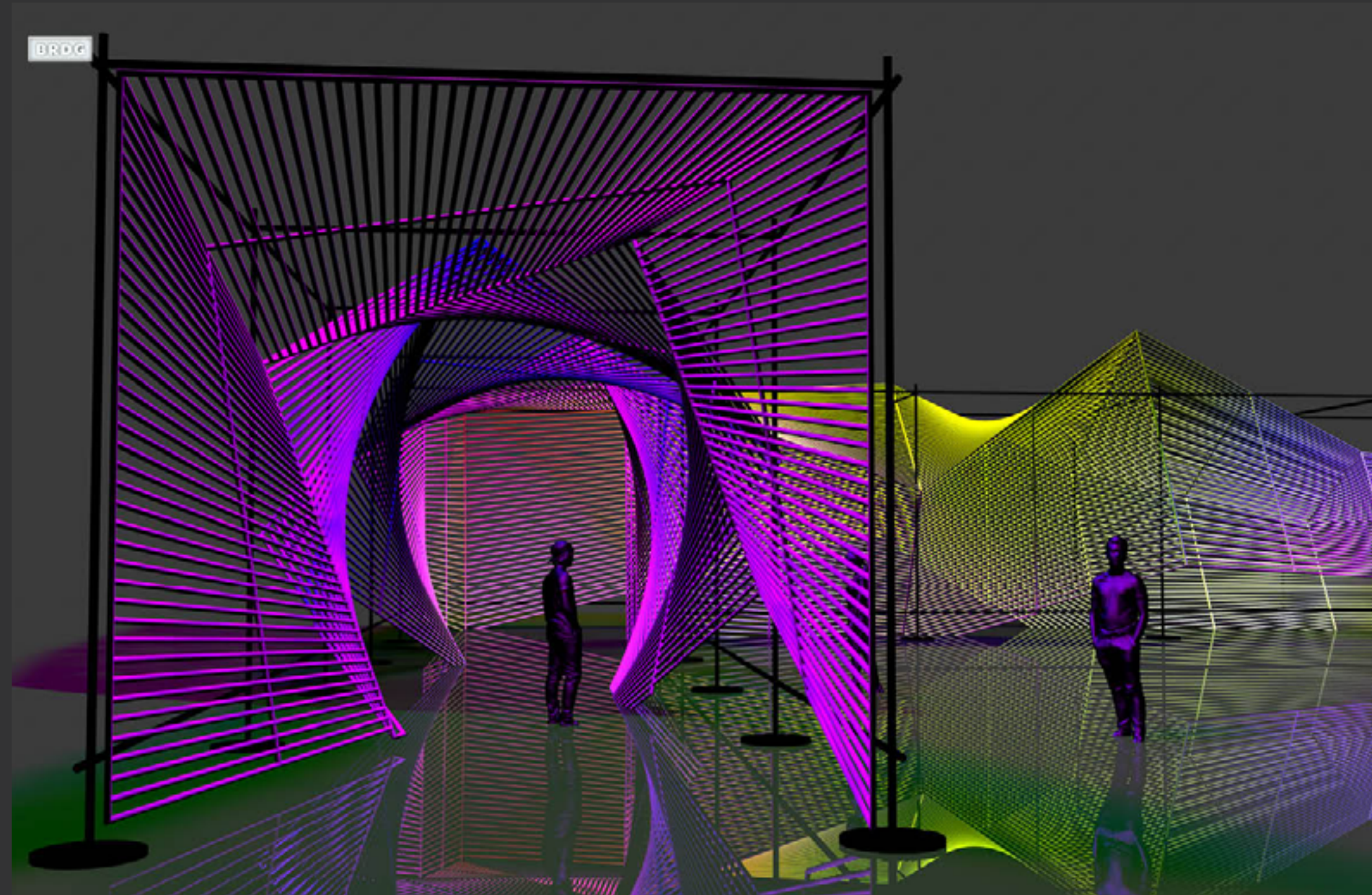
BEACH CLUB

MOVIE NIGHT+
AUGMENTED REALITY



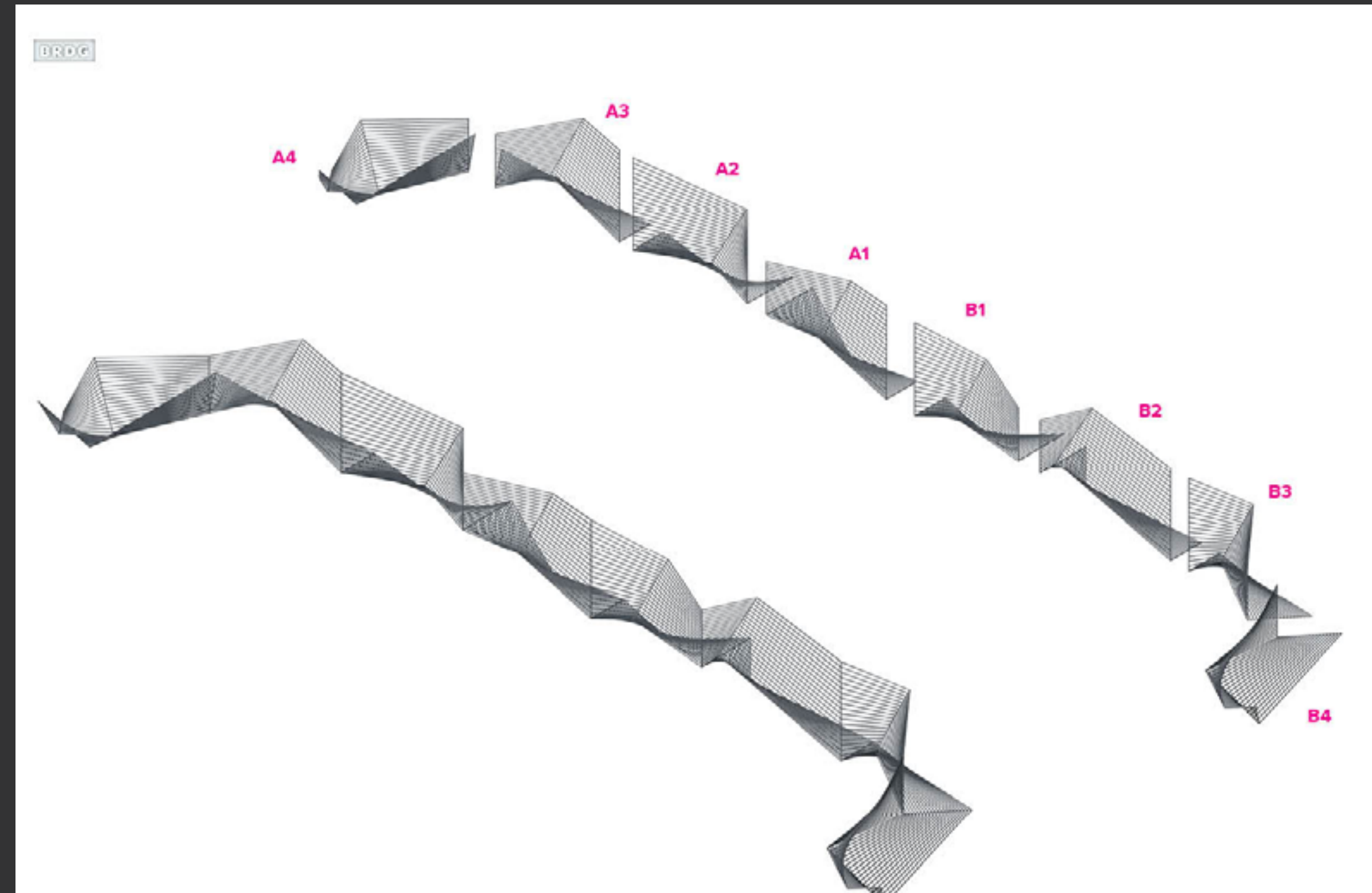
TUNNEL

EXPLORATION



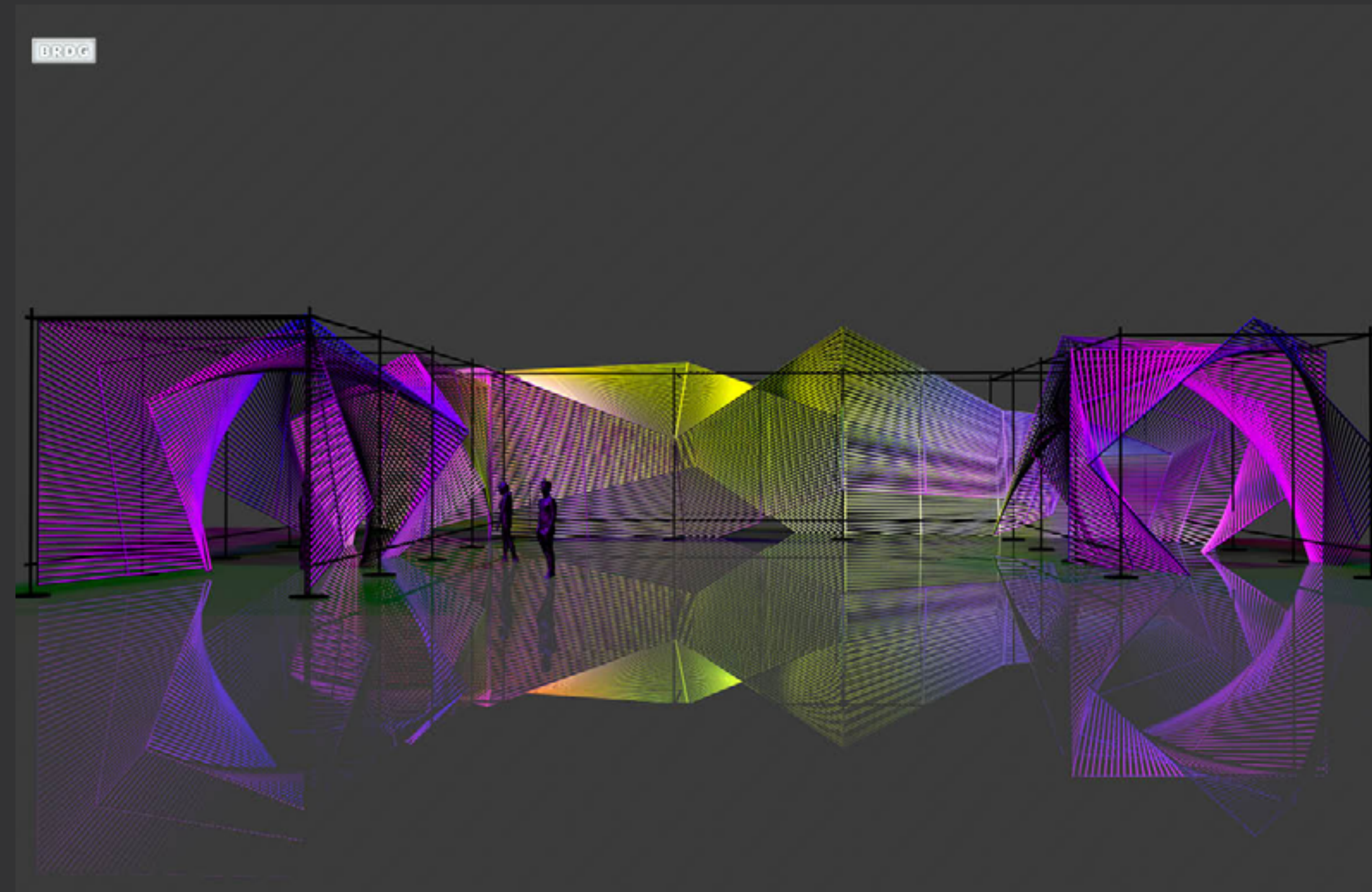
TUNNEL

EXPLORATION

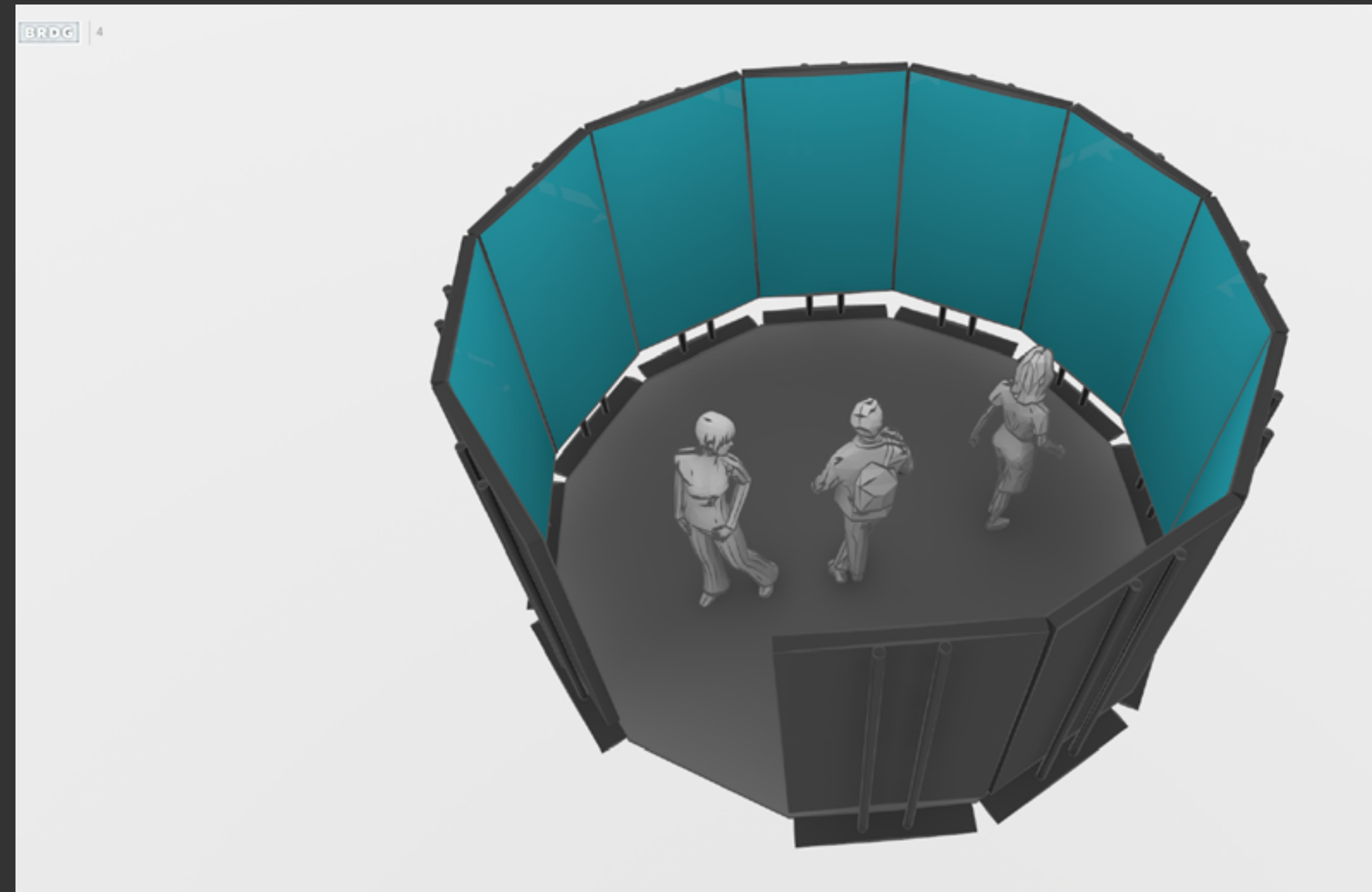


TUNNEL

EXPLORATION

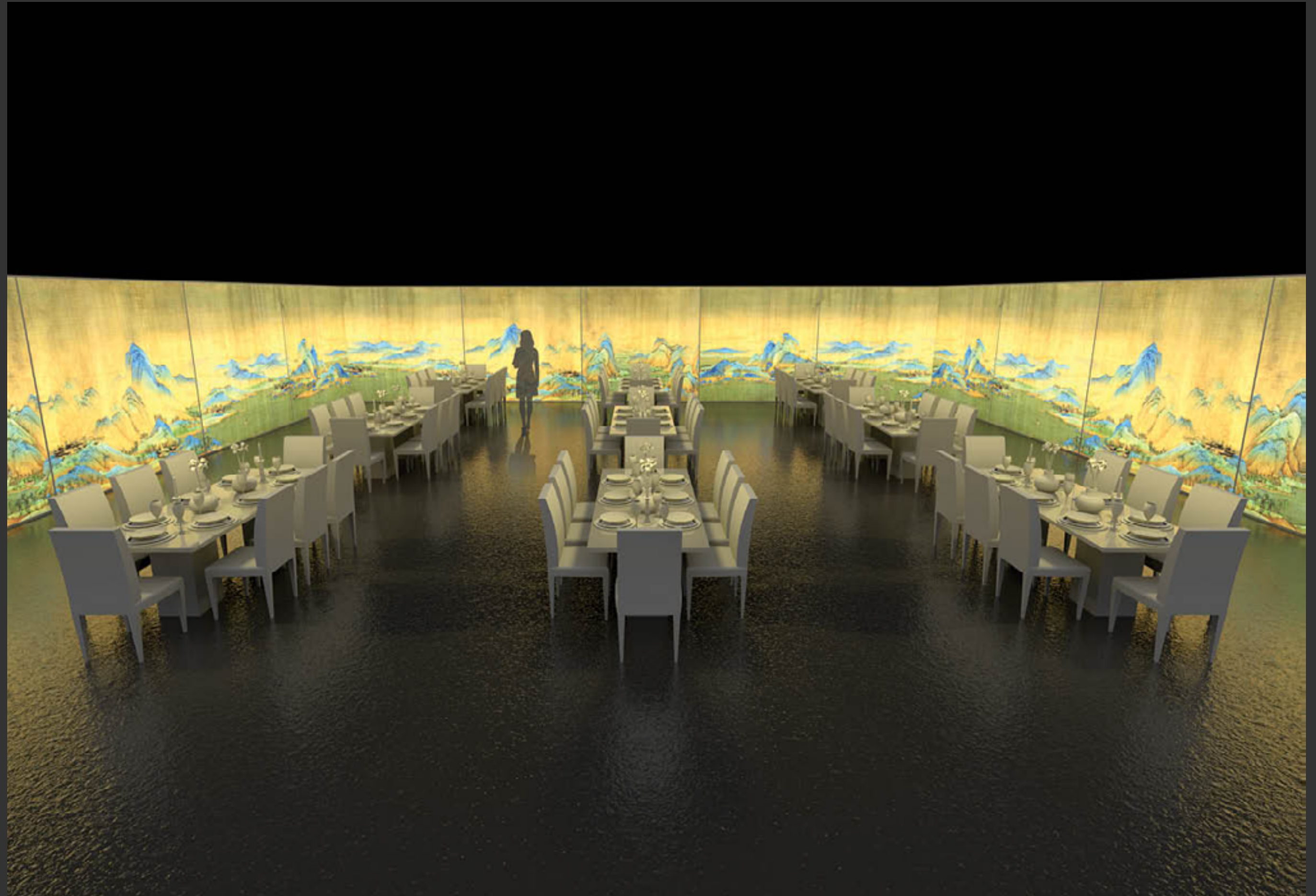


STAND ALONE



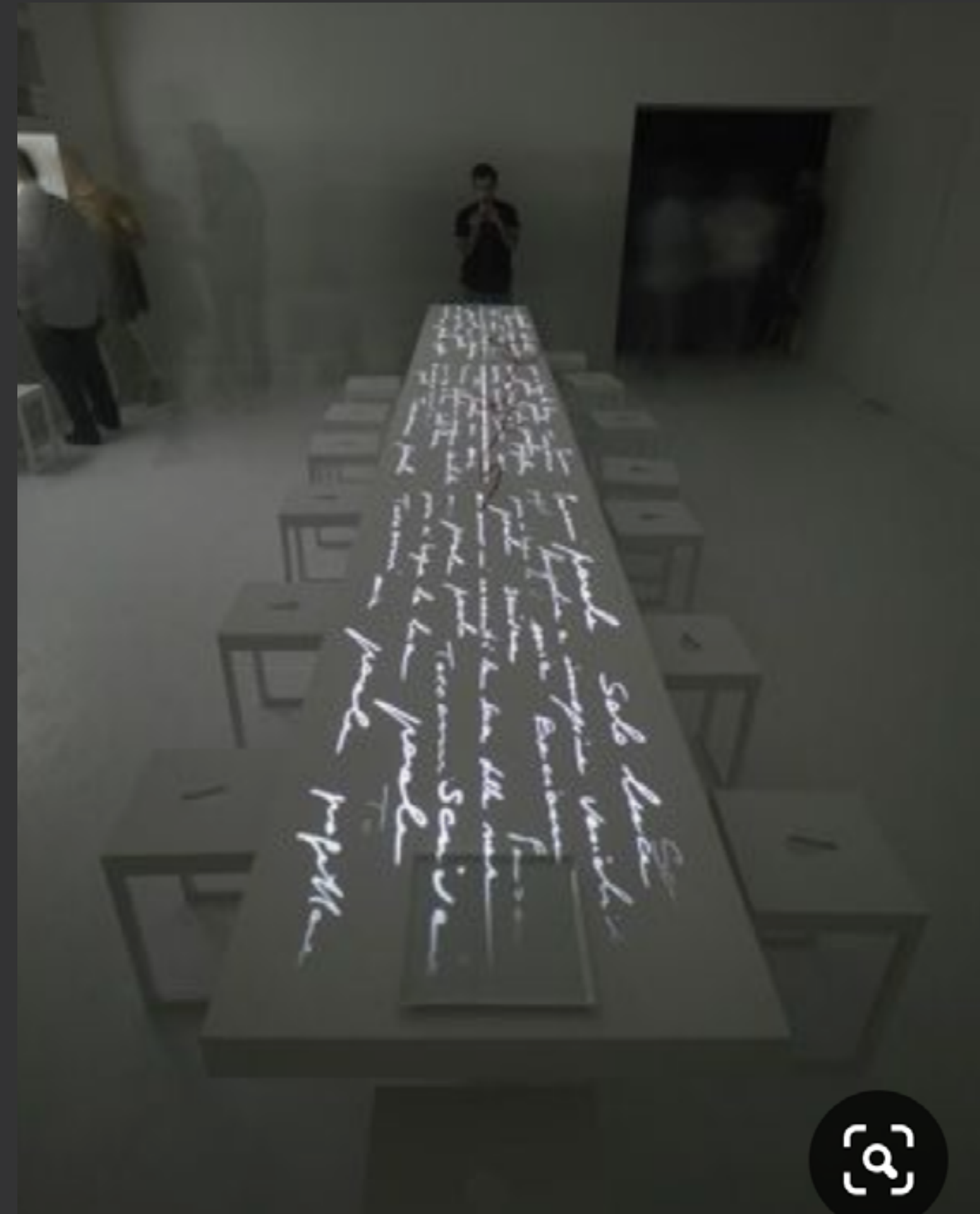
STAND ALONE

DINNING ROOM/
CLUB CONCEPT



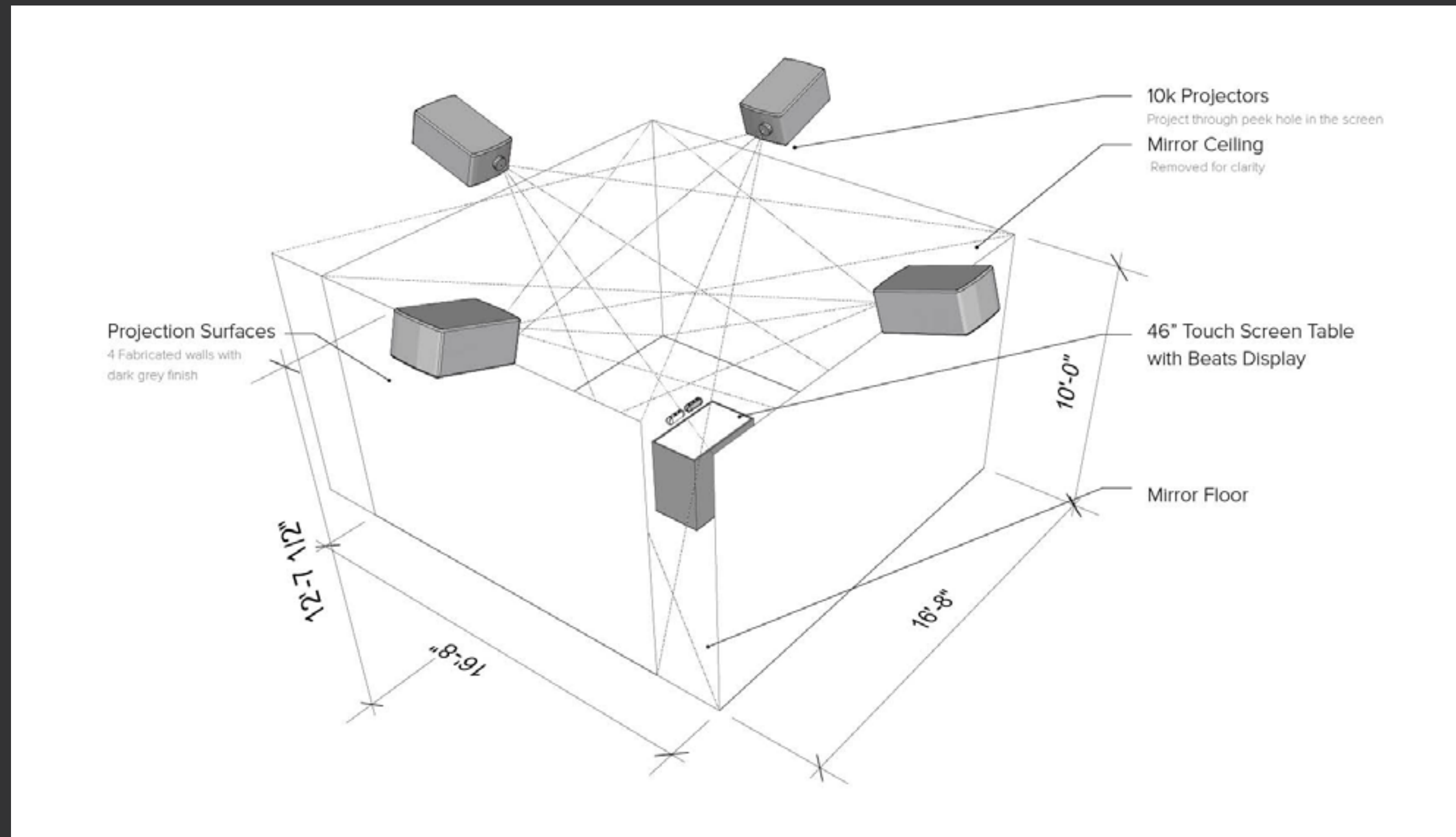
STAND ALONE

DINNING ROOM CONCEPT



STAND ALONE

PROJECTION CUBE



STAND ALONE



WHAT IS THE GOAL OF AN INTERACTIVE MEDIA ENABLED RESORT?

A VIDEO BASED INSTALLATION RICH ENVIRONMENT
USING PROVEN INTERACTIVE DISPLAY TECHNOLOGY
DESIGNED FOR SHORT DURATION ENTERTAINMENT EXPERIENCES
ACTIVATIONS THROUGH A MULTI FUNCTION **BRANDED RESORT MOBILE APP.**

WHAT IS THE PURPOSE OF AN EXPERIENTIAL INTERACTIVE RESORT?

TO PROVIDE THE DESTINATION EXPERIENCE THAT MEETS AND
EXCEEDS USER EXPECTATIONS WHILE
ALSO TRIGGERING SOCIAL MEDIA ENGAGEMENT

WHAT IS THE PURPOSE OF AN EXPERIENTIAL INTERACTIVE RESORT???

“ Concierge apps are already well-established but still on the rise. The popularity of mobile apps is growing like crazy. According to **expert forecasts, the App Store alone will host over 5 million mobile apps by 2022**. So it comes as no surprise that the number of concierge apps keeps on growing too. As the global **hospitality industry revenue has surpassed the point of \$550 billion in 2016**, this mere fact makes it clear that mobile app development in this niche is a smart business move. Especially, if we're talking about such a meaningful and valuable segment as concierge apps. You can be a mobile app developer looking for new business idea or a hotel owner willing to gain another competitive advantage. Either way, you're thinking in the right direction. ”

<https://medium.com/@Adoriasoft/concierge-apps-that-are-most-effective-for-hotel-and-resort-guests-348cad6c982b>

THE APPROACH

INVENT A NEW HOSPITALITY PARADIGM

TO CREATE A NEXT GENERATION CREATIVE TECHNOLOGY PLATFORM
FOR A RESORT BASED ON PROJECTION
MAPPING AND VIDEO EXPERIENTIAL GAMIFICATION

THE RESORT APP

FUNCTIONALITY



What the mobile app is does

Key to monetization

Introduction to Dunes Resort

Map, calendar and event schedule

Contact concierge directly

Book reservations at eateries

Engage the AR game

Gathers direct user feedback

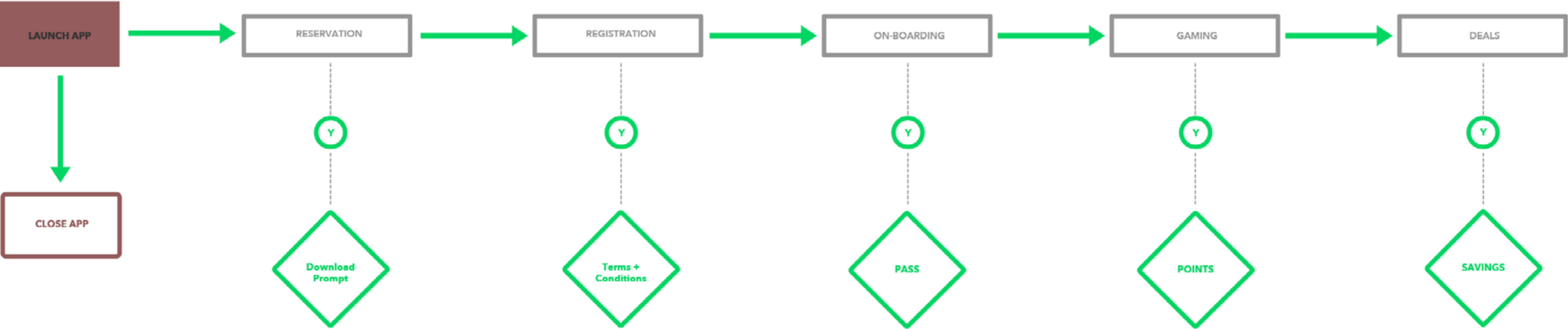
Analyze user behavior

Accumulates reward points

Facilitate social media use

Engagement beyond resort stay

RESORT APP USER BEHAVIOR



RESORT APP USER BEHAVIOR

WHY WOULD SOMEONE USE THIS APP?



Connie, 34

Mom of 3 (15 year old, 10 year old, and 4 year old). Flying from Ohio to Atlantic City for the weekend for her eldest daughter's national cheerleading competition. Is hoping to have good food, save money and get some rest between the big events.



Diane, 55

Local to Atlantic City. Bought a house in the county 30 years ago and invites her children & grand-children often. She is interested in the growth of her community and the beautification of Atlantic City. Yearly contributor to non-profits that sponsor cleaning the oceans (tote bag and bumper stickers). Wants to see a prettier boardwalk that reminds her of the family vibe and excitement of the Atlantic City of her youth.



Bill, 26

Technology professional that lives in Center City Philadelphia visits the Jersey shore for the weekend to his family house. Headed to the Dunes Resort & Convention Hotel for machine gaming, weekend festivities on the board-walk and social events/night-life.



Humphrey, 39

Senior Promotional Manager of a national company holding an event at the Dunes Resort & Convention Hotel. Expecting a large attendance of community and registered visitors who want to connect about their business and personal goals. He is looking forward to their keynote speaker, bringing people into Atlantic City and the boardwalk being a welcoming destination for attendees.



Greg, 42

Busy New Yorker, commuting to Atlantic City with his wife to see a favorite act at the House of Blues. Purchased tickets ahead of time and is staying at the Dunes Resort & Convention Hotel, super interested in learning about how the Atlantic City region and township is changing and growing.

VALUE PROPOSITION + USER STORIES

KEY EXPERIENCE(S):

Expedited Registration
Gaming Points + Discounts
Customized App Experience (Adults / Children)
Cash-in Rewards
Exclusive Gaming Challenges of Key Activations
Community + Groups
Security for finding family / keeping safe
Ease of Digital Casino Gaming from device

REFERENCE FOR IN-APP EXPERIENCE:

DISNEY Magic Bands
SeaWorld - BLE Beacons
Simon Malls Augmented Reality Walls

CORE USER STORIES

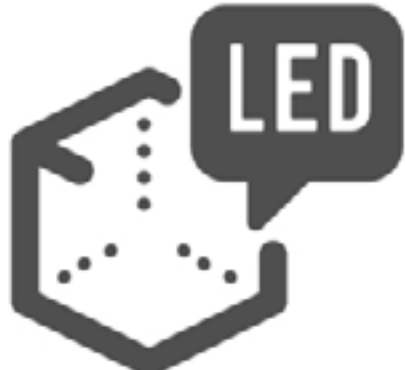
Stories in Red are speculated for Phase 2 and beyond.

User logs into app and see a dashboard view of resort and activities
User can throttle their experience with the entire resort
User can book their room + event registration from their app
User can capture A/R generated tokens from their app
User receives notifications about registered events
User receives resort driven advertisements and recommendations
Users can share photos & images to social media + messaging services
User can view/send messages to concierge within the app
User can send messages to registered group members within the app
User can purchase food & beverages with points
User can play digital casino gaming from their app
User has a personalized avatar and tally of gamified “points + bonuses”
User is able to search for children and create a group to make sure safety

VALUE PROPOSITION + USER STORIES



Branding Integration



Custom LED



Dynamic Graphics



Looping Video Content



Gamification



Static Graphics



Special EFX



Trigger Points



Smart Technology



Augmented Reality

KEY ACTIVATION LOCATIONS



Ceiling Panels atop the car-port. Reflecting imagery and content down onto the ground. Shapes, words and scenes above head as visitors look above them (evening installation).



A multi-triggered experience along the primary corridor of the hotel. The 17ft x 200ft x 20ft pathway connects the guests with the Registration, Concierge, Elevators, House of Blues and Gaming overflow area. Content changes daily.



Limited Static Graphics connected through app triggered events in room and highlights on the elevator via beacons.



Fully immersive experience with projection mapped content across the walls, A/R objects in space, multiple gamification opportunities for users to engage with based on location and occasion.



KEY ACTIVATION LOCATIONS



EXTERNAL WALLS

Static graphics projection mapped onto multi-story walls that users can view and learn more about the resort and commercial sponsors, and various bits of curated content. 2 Walls: 3 Story North wall (parking lot), 2 Story South Wall, atop of building).



TUNNEL

7 Hubs

A simple 400ft. stretch of space that connects the main hotel and the new Casino building. The space will have 7 hubs to help divide the space. A cool LED experience that is sharp and compelling will enable an easy implementation.



OUTDOOR BEER GARDEN

Our partner Groundswell is building an outdoor garden, bar and interaction space for free experiences, socializing on the new extended board-walk. Via small projections and A/R, we can set up multiple spots for users to utilize and gain points, lots of gamification.



ROOF TOP POOL

Atop of the high tower of the resort there is an outdoor pool which we will enable with under-water projectors that depict various scenes, inviting swimmers to feel as if they are able to interact with the scene – transported to another place.



CASINO WALL

Aside of the new Casino structure there is a multi-story rectangular wall looping content will be consistent with the other external walls. The primary viewers will be the public and beach goers. The wall faces the extended boardwalk and the Groundswell beer garden.



Project Overview

ABOUT DUNES

The new Dunes resort, being planned in Atlantic City, is poised to revolutionize the New Jersey casino industry.

The enormous, boardwalk resort will become one of the nation's first interactive, millennial resorts — pioneering a new era in entertainment in Atlantic City. The resort has the potential to impact the entire visiting population of Atlantic City as the first resort of its kind.

PROJECT DESCRIPTION

Dunes is adding experiential interactions and gamification throughout its venue, including AR-based projection mapping with gamification.

This goal of this project is to fuse adventure, interaction and fun in the hallway promenade, and to bring gamification throughout the visitor's experience.

Concepts might include:

- AR-based game app in the hallway promenade
- Game addresses ability for, product placement and or educational learning
- Continuation of game throughout the resort
- Tangible experiences that link to the app
- Ideas on monetization, showing how gamification leads to a positive ROI
- Dunes-based casino app that draws visitors back to the resort

The games needs to be innovative, yet simple, and interactive on both an individual and group level. The game needs to resonate with its target audience — those staying in the resort. This includes Millennials, their children and as a second target audience, Gen X.

The lead group has clearly outlined their goals, and we plan to achieve those goals with solutions that reflect our expertise in game design and experiential events and activities.

WHAT DOES A DUNES AR GAME LOOK LIKE?

It's an interactive and thrilling experience, that "fits" into the water-based theming of the resort and designed for the following target audiences.

The AR game is housed in the hotel's app

- Millennials (singles) - Primary
- Millennial families - Primary
- Convention Attendees - Groups
- Gen X - Secondary target
- Other Resorts - Resale of game plans / concepts



HOW WE'D LIKE TO WORK WITH YOU

We're happy to create a single game, but ultimately, we'd like to work with Dunes in creating gamification throughout the resort. This includes app and on-screen game experiences (AR) and tangible real life games (escape rooms, game show events etc.).

We can oversee and explore concepts with partnering vendors. The includes theme development and any corresponding tangible game-related items. The games will be simple, fun, and easy to win.

Inherent in game design will be victories, including a climatic finale that opens additional channels and tangible (non-screen props) erected alongside the virtual gameplay.

Screen Game Ideas

1) AUGMENTED REALITY GAMES

AR games for the promenade or the entire resort. We'd love to suggest an experience that combines tangible items with a AR game. For example, players win the AR games and are ultimately seeking to get into a tangible experience (i.e. a 3-D dome)

PROMENADE - A straight AR experience that integrates the theming in the promenade space. Players download the app and are able to play the game.

RESORT - Players play the game throughout the entire resort. The players download the app and are able to play the game with the possibility of unlocking levels, codes and prizes.

Monetization Ideas: Sponsorships, links to Dunes casino app, product placement, coupons for hotel restaurants, promo for pay-items inside the experience

2) "DUNES ARCADE"

A series of games that integrates the theming in the promenade space. The players download the app and are able to choose from a series of games, unlocking levels, codes and prizes.

Monetization Ideas: Sponsorships, links to Dunes casino app, product placement, coupons for hotel restaurants.

3) CASINO GAME - APP

Make it a totally different kind of gambling game. Follow an arcade style. You pay less, win more often, and redeem for showroom prizes. Players choose their game, complete a small challenge, win the game, and collect points that can be used for items in the Dunes Showroom.

CHALLENGE BASED

Unlike typical casino games, the Dunes Casino Game has some kind of challenge (that's not hard). Players succeed and rack up points they can redeem for prizes, arcade style. This blends on-screen and off screen.

SHOWROOM PRIZES

Players visit the "Dunes Showroom" to choose prizes. Prizes will be shipped to their homes. Like typical arcades, players can pay to upgrade their points and make purchases.

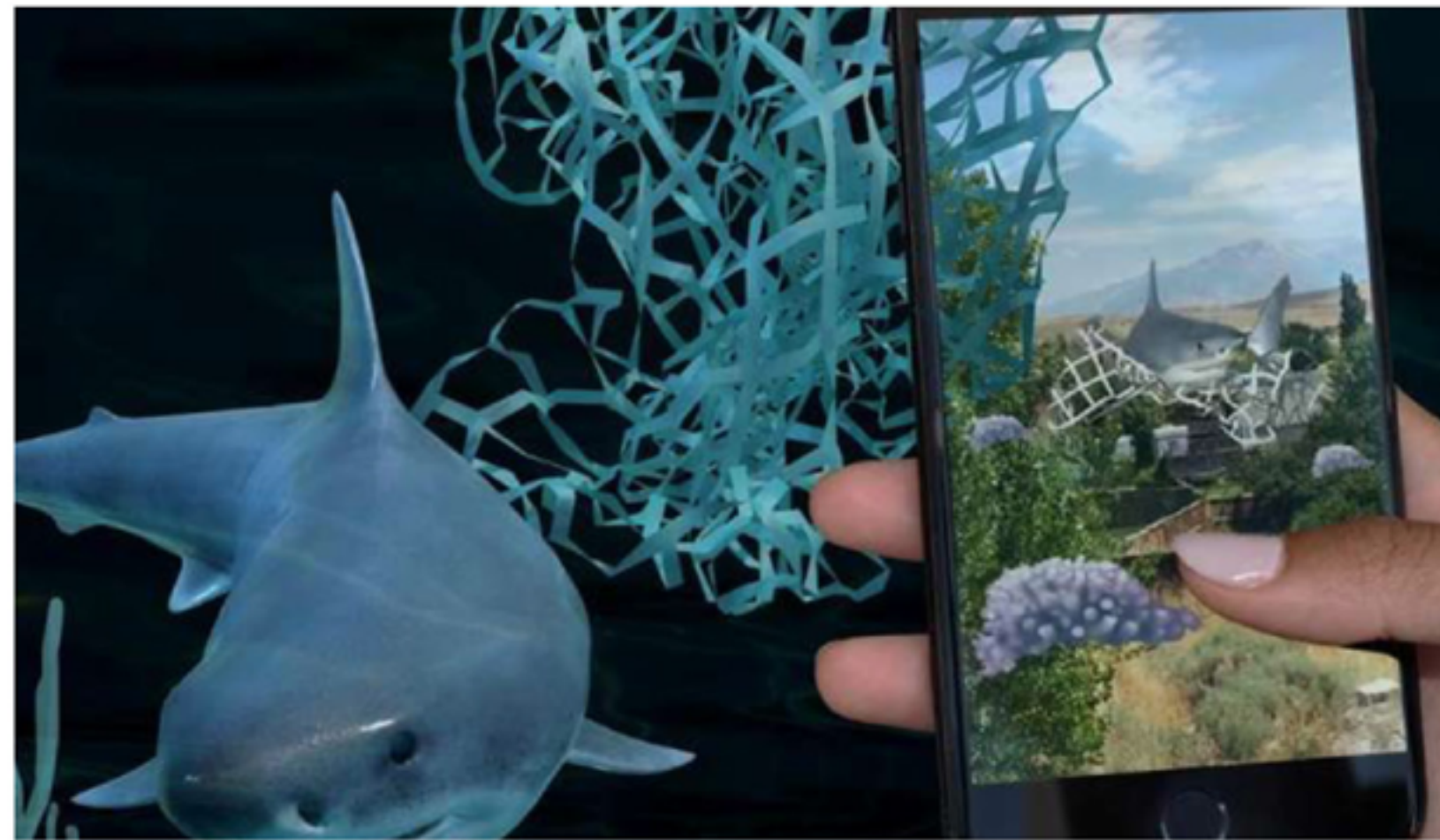
Monetization Ideas: Product placement, pay-to-play, prize upgrades



Inspiration: Wheel of Fortune "showroom"

Screen Game Ideas

DUNES SCREEN GAMES - EXAMPLES



PROMENADE AR GAME

A thrilling, simple promenade AR experience that integrates with the projection mapping in the promenade space. The players download the app and are able to “unlock” an additional layer over the projection mapping and see things in a whole new way. They’re given a “mission” that’s essentially a game.

Game Themes and Process: We’ll present a series of game themes based on discussion. Themes can incorporate educational elements, movement, sponsors, and can be triggered with tangible items -- the possibilities are endless. The theme will be integrated into the resort’s bigger picture.



DUNES ARCADE

The Dunes arcade features games including the AR experience, casino games, and additional games that users can “unlock” by completing levels or pay to open.

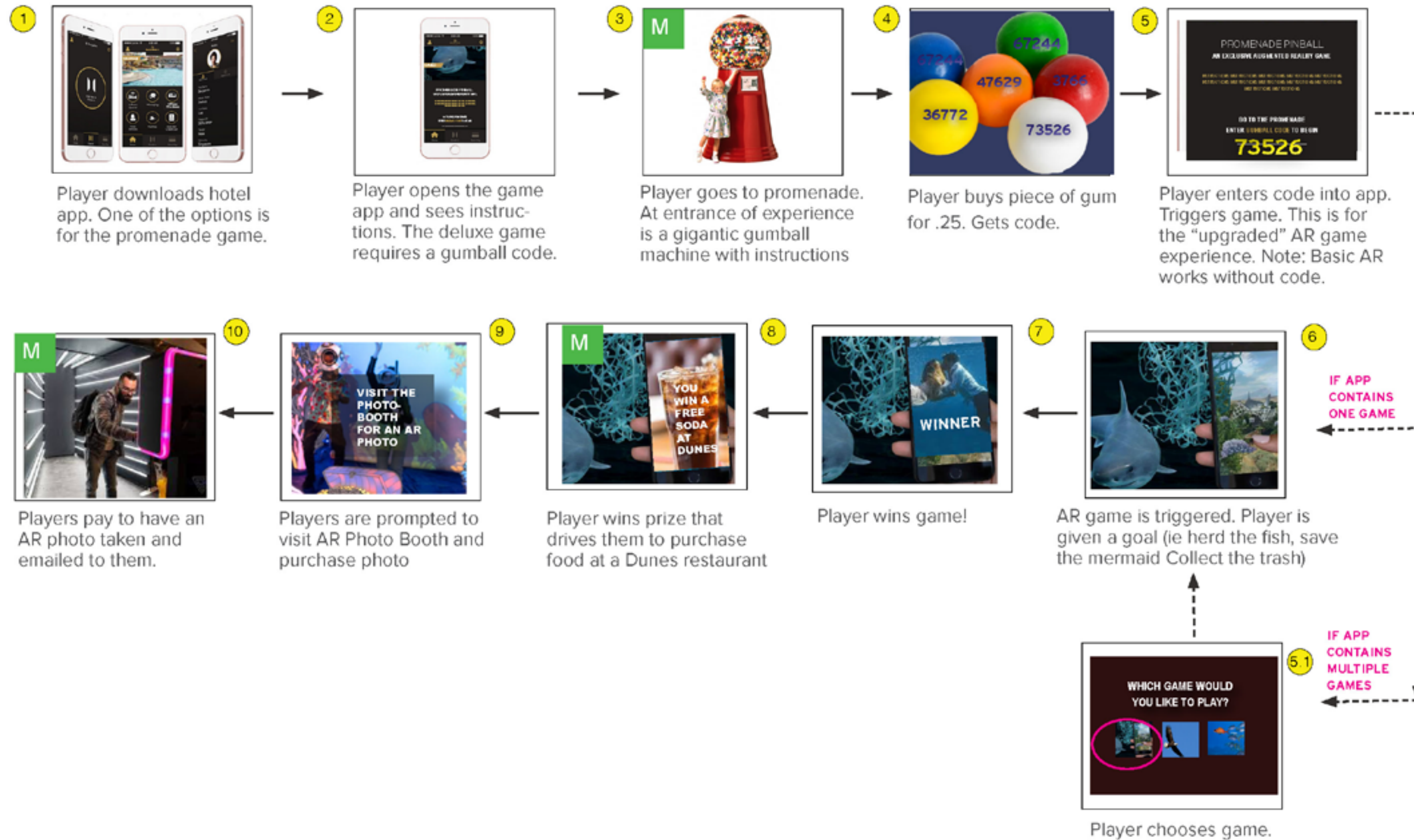
Monetization Ideas: Casino app, product placement, Sponsorships, link drops, upgrade purchases, in-casino ads, coupons for hotel restaurants.

Creative Brainstorm

DUNES AR GAME - PROMENADE UX EXAMPLE

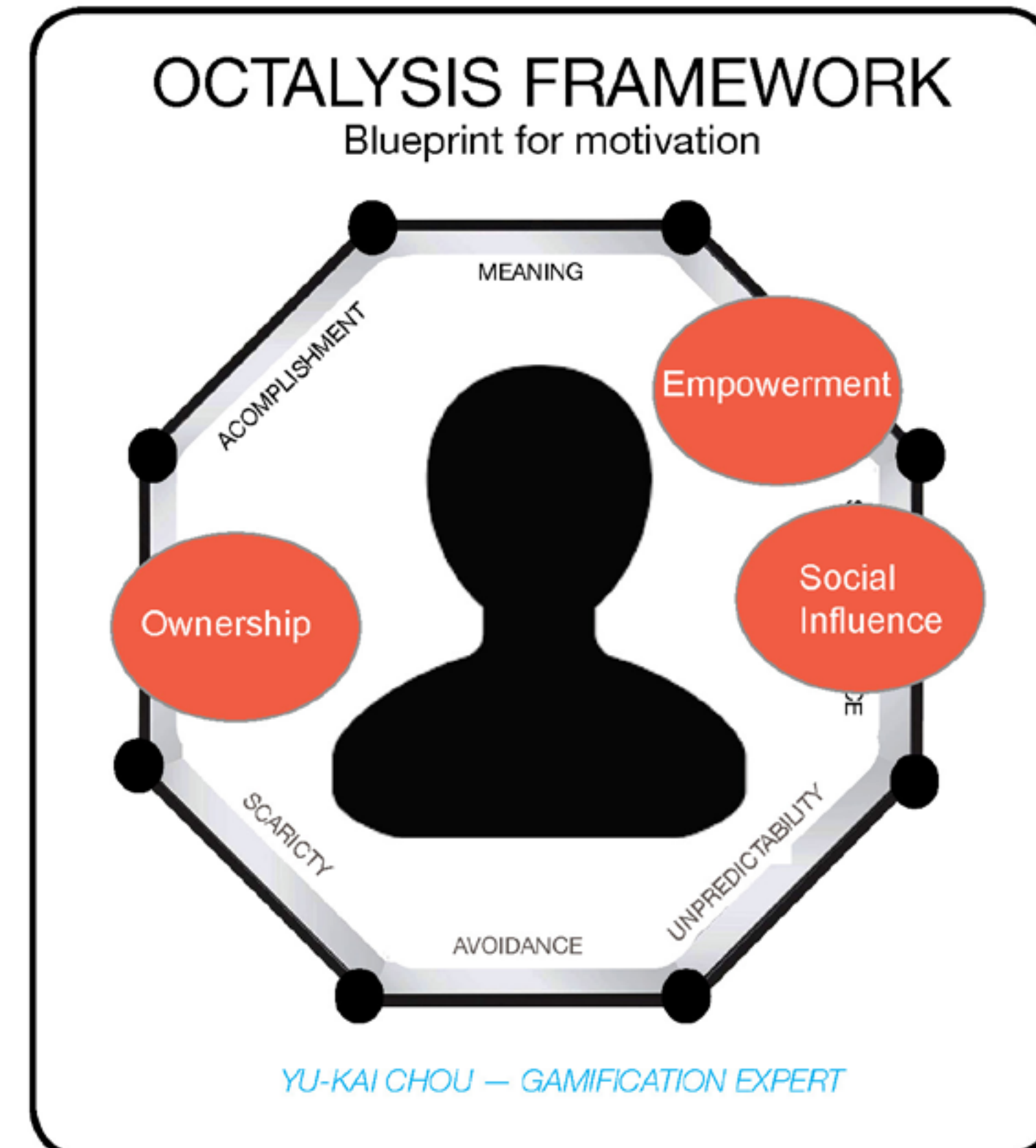
Here's a simple example - tangible items mixed with AR and monetization opportunities without sponsors. This is for example only.

M Monetization opportunity



Gamification satisfies biological human needs.

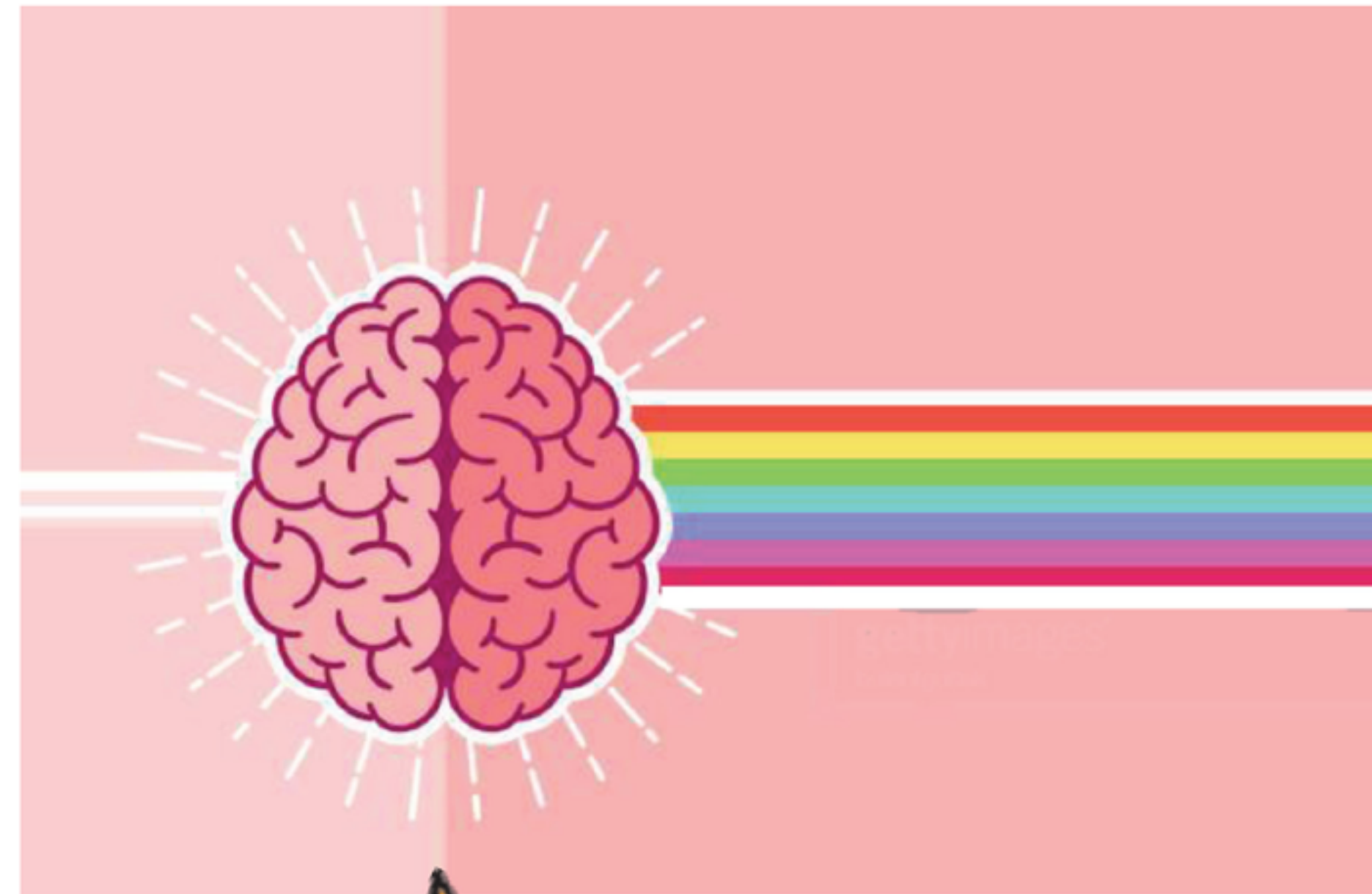
Yu-Kai Chou, a prominent gamification expert, theorizes that human beings are motivated by factors that are naturally prevalent in gamification.



The Science of Gamification

What happens when you're challenged or rewarded?

Your body releases **Serotonin & Dopamine**
"The feel good chemicals"



Playing a game feels good!

What happens when you win?

Your body releases an euphoric flurry of **Endorphins**

The old school methods of marketing were aimed at talking at you.



New school methods have changed to instead engage you.



RETURN ON INVESTMENT

-Ticket sales. To the Music Hall video art installation at @ \$25.00 a ticket - 50,000 visitors would create \$1,250,000.00 in revenue. We propose AC residents get half price tickets as well as kids. This becomes a ticketed closed space during the day, and then projections change to a simpler rest state when House of Blues has an act. The promenade and all other installations are free.

-Dunes App. It would have full functionality within the geofence of the resort, partial outside. The app cost at the point of booking a room cost \$2.00 to activate. Additional revenue can be generated 2 ways: in app purchases, expanding game play and additional features. And selling co-op ads to board walk businesses and brands as banners that appear on the app and on the installations walls throughout the resort.

-Ad Space. On the resort ad placement space, we imagine tiered purchases, and total resort takeovers during key events guaranteeing sponsors eyeballs at events thus their own ROI.

-Data Mining. Depending on how robust the analytic functionality of the app, data mining to third parties can be extremely lucrative, and should provide a steady stream of income.

-Advertising. The documentary video of the resort and all of its installations and features become the resort advertising TV commercial savings on the spend in the hundreds of thousands of dollars, As well as replacing the traditional marketing campaign with the promotion of an experiential resort and everything that is involved in attracting visitors.

THIS IS A MARKETING PLAN IN ITS TRUEST SENSE, CREATING A MARKET, FINDING COSTUMERS BY DEMONSTRATING A VALUE PROPOSITION.

THANK YOU

D'AMICO

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