



MAGICAL PARK - AUSTRALIAN EXPLORER

GEO AR GAMES

Educational Games for your Community

Geo AR Games empowers its clients to deliver their messages effectively through gamification to drive real behavioural changes and increased user engagement in the communities they serve in. Along with the development of a unique pay-it-forward model, Geo AR Games provides affordable bespoke resources in partnership with their clients.



GAMES FOR YOUR COMMUNITY

You want to get certain messages out to your community and maybe need them to take action or change certain behaviours. Examples could be to pick up the dog poo, don't feed the ducks or do recycling correctly. While repeating the same message over and over might be tiring for you, it is fun for us because we love taking messages like that and turn them into motivating games.

While new technology is exciting, it is just the vehicle to deliver subliminal education that's not in your face. Gamified education can be provided in all sorts of places and situations and fit any budget.

Most Cities are trying to get the same messages across to their communities around the world. It doesn't matter whether the messages are environmental, around health and wellbeing or even cultural. That is why we decided to get communities to collaborate in the development of affordable resources. Instead of building yet another App or another game to tackle the same educational message like some other City or community somewhere else in the world has already done, why not build something that works for everyone and is therefore cost effective.

We promote App-Recycling and Asset Sharing similar to an open source framework based on the idea that none of our clients are in competition with each other. All assets are shared at a reduced cost but nevertheless Bespoke to suit your community. We treat you as a partner who develops resources together with us so everyone benefits.





DIGITAL PLAYGROUND "MAGICAL PARK" - EVERGREEN

OUTDOOR

If you want to get your community off the couch and outdoors while being physically active, mobile games can certainly help. Whether you want to convert your local park into a magic playground or add some fun to a trail using Augmented Reality frames, we'll get your community moving while learning about the environment through our games.

These are also Covid-friendly options that promote social distancing where the player doesn't have to touch anything else than their own mobile device.

Have you already got infrastructure in place but want to change it to add another educational layer or make it Covid-friendly? There are often creative ways how additional play components can be layered on top of what you already have. Our team is always keen on a brainstorm and often we will already have a solution we have built for another community that suits your community as well. That keeps the cost in check and allows you to provide some fitness fun with some bespoke messages.



MAGICAL PARK

Magical Park uses geospatial Augmented Reality to turn a normal park into a digital playground. The game only works in activated park spaces which the player has to visit in order to play. Large sportsfields are ideal since no additional hardware is needed and it means the space can double as a digital playground.

Magical Park is free to play and kids can choose from 8 permanent games and 3 seasonal games. The game is aimed at kids 6-11 years old who have lost interest in traditional playgrounds. This is a way to get them back to the park without a fight, while being physically active and learning about our environment.

We offer a free demo park to see if this experience is right for your community. Only mobile devices with a GPS, Gyroscope, Accelerometer and Compass will work and most smartphones have those.

While the player can see the virtual world through their device, they can still see their surroundings through their peripheral view and the geofenced environment keeps the game content inside the park.

EVERGREEN - TEACHES RECYCLING PRINCIPLES

Trash Recycled
5 / 16



PREHISTORIA - ALL ABOUT DINOSAURS



ALIENSCAPE - CARING ABOUT OTHERS



Augmentia - Rescuing Feral Kittens & Pest Control



Ocean Clean Up - Keep Our Oceans Clean



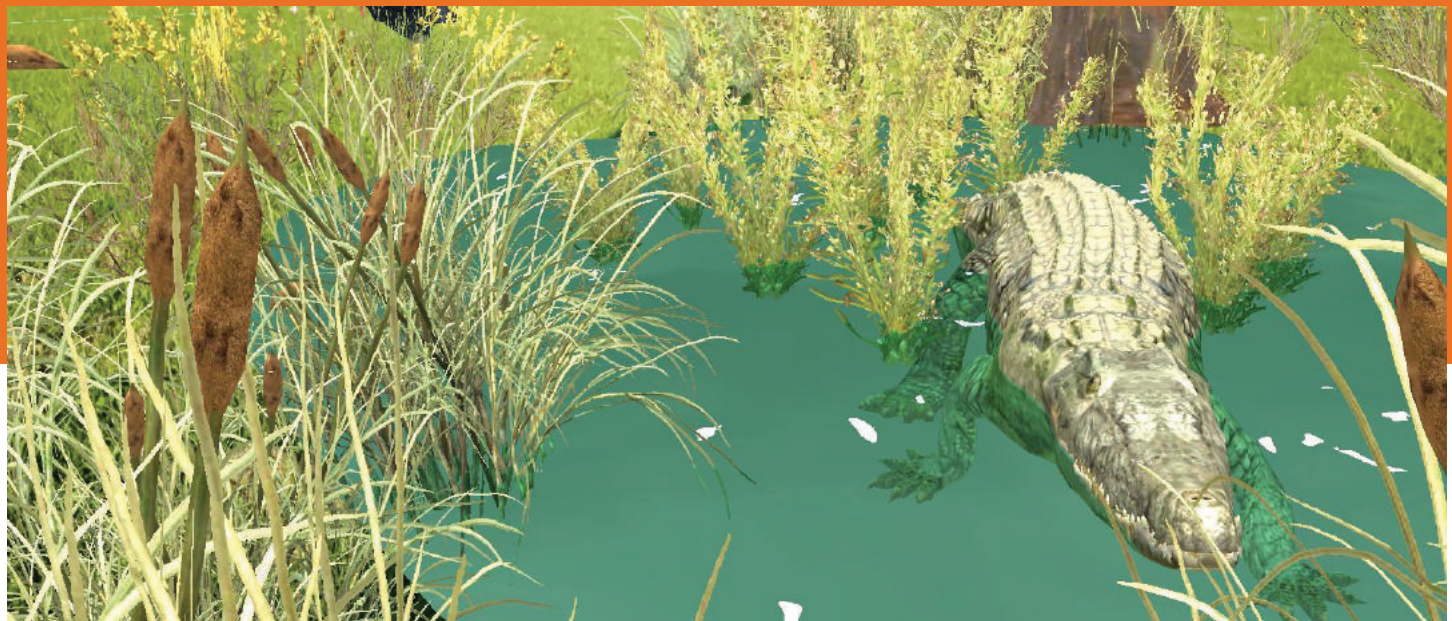
Robotica - Object Association



OCEAN ANIMAL RESCUE - IMPACT OF LITTER IN THE OCEAN



AUSTRALIAN EXPLORER - ANIMAL FACTS & CONSERVATION MESSAGES



**YOUR MESSAGE
TO YOUR COMMUNITY AND THE WORLD
COULD BE PART OF
MAGICAL PARK**

CHRISTMAS - IT'S ALL ABOUT HELPING OUT



HALLOWEEN - AFTER DARK FAMILY FUN



EASTER - DINOSAURS WITH BUNNY EARS



MAGICAL PARK GAMES FOR DISABLED PLAYERS

The idea for Magical Park was born because a little 7-year old girl had lost all interest in her local playground and refused to go visit her local park. But what if she could visit the local fairies she still believed in at her local park? That was how our first game “Augmentia” was born. Later on, Augmentia set the foundation for our first vision impaired game featuring an automated user interface and 3D spatial audio. We recommend the use of headphones to make the most of the audio game feature. Some players might find the regular game pace too challenging, which is why we introduced an “easy” and “normal” playmode to choose from.



AUGMENTIA

While Augmentia was originally just about fairies and kittens, we amended the story to be about feral cats and the risk they pose to wildlife through a metaphorical story to suit younger players. “15 kittens have been dropped in the fairy forest and now they are chasing tiny fairies. Catch them before they do any harm!”

The game instructions are supported by Voice Over which is ideal for players who are not confident readers. The game uses spatial audio and is therefore suitable for vision impaired players.



AUSTRALIAN EXPLORER

While we were developing our first Australian nature game, we realised that the rich authentic animal sounds were providing the best experience for vision impaired players. The game supports Voice Over to help with literacy and teaches fun animal facts while touching on subjects such as habitat loss, invasive pests and general respect for animals. The game supports an automated user interface and 3D spatial sound.

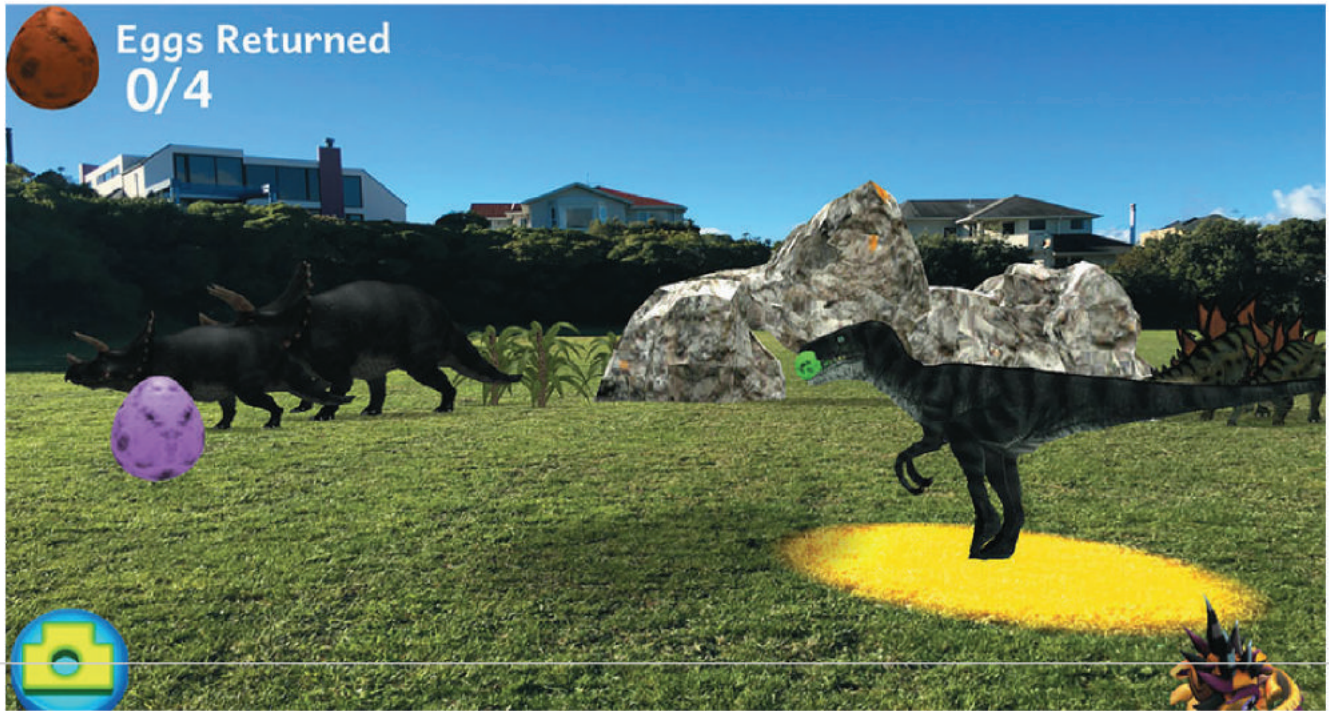


EASY AND NORMAL MODE

Some of the Magical Park games can be played without any rush. These games are suitable for players who need a bit more time to complete a game. Those games include: Evergreen and Ocean Clean Up. Alternatively we offer the “Easy” play mode which slows the game down and makes it easier to play and win.

Magical Park – the First Digital Playground in the U.S.

Fred Couceyro, Director, Coral Gables Community Recreation



In March of 2020, the global pandemic brought life as we know it to a screeching halt. As the coronavirus multiplied and spread throughout the nation, people were forced to alter their daily lives and social distancing, face masks and contact tracing became the norm for many. The social isolation and hesitancy for people to venture out into the outside world provided a challenge for parks and recreation professionals, who suddenly had to pivot and find alternative ways to bring that special quality of life component to their communities.

As the time progressed, it became evident that being outdoors was a way to enjoy quality of life in a relatively safe manner if protocols were followed. However, playgrounds were still unable to be opened. As this occurred, my team at the City of Coral Gables Community Recreation Department began to look at different ways to provide recreational programming within the pandemic. Staff was given direction to look at creative alternatives to traditional recreational programs. Special Populations Coordinator Ericka Kofkin was able to find such an alternative.

She heard from parents of children with disabilities that were struggling with the inability to find recreational outlets for their children. The closing of playgrounds had a large impact. So, the question became "No playgrounds, so what do we do about it?" The answer ended up being: "We find an invisible one!"

Kofka started researching different programs and came across New Zealand-based Game studio GEO AR Games. This company had created augmented reality playground games. The games were interactive activities that could be enjoyed in real time while using a digital interface such as a phone or tablet. This technology was later used in apps such as Pokémon Go, which showed the possibility of this type of interaction. In discussing with GEO AR Games, it became clear that there were no augmented reality playground applications in the US.



CBS4 photojournalist Peter Miranda was at Crystal Academy as the students were ready to play.

This led us to work with them to bring this digital playground to Coral Gables. The result became Magical Park, a geofenced augmented reality digital playground. Participants were able to see the playground only through a device such as a cellphone or tablet screen, but we were able to locate in a physical space. In order to play Magical Park, a participant had to visit the actual physical location where the Magical Park was located. Once at the park, the application could be accessed and you could begin to play several different games while actively running, jumping or performing any other activity the game required.

Magical Park included eight different games offered year-round and a collection of holiday games available seasonally. The themes varied from dinosaurs, robots and aliens to marine life and nature cycling. The grand opening of Magical Park was a preview event with a local therapy center, Crystal Academy. The preview was a success as the children became captivated with the playground and scurried around the park retrieving dinosaur eggs and interacting with ocean creatures. The reactions from the children proved how "magical" this invisible playground could be. On the heels of the preview, more Magical Park ideas were brought forward. Magical Park After Dark provided the opportunity for children to come out to the parks in the evening and play in a controlled environment. Venues were changed, including a special holiday offering with holiday games at the city's holiday-themed park. In the first usage period, there were 528 estimated unique visitors to Magical Park. In a time where people were hesitant to come out and interact, these numbers were very encouraging, and the community was thankful. Testimonials from grateful parents were the norm.

No playgrounds, so what do we do about it?" The answer ended up being: "We find an invisible one!"

With this first program completed, the next step was to continue building on the idea. The challenge shifted a bit as the community re-opened and recreational programs and facilities returned. The intent is to continue to offer the Magical Park and bring it to more locations, including outdoor spaces that are not necessarily playgrounds or defined parks. Including Magical Park as a feature of special events and more holiday offerings will also be pursued. Continuing to serve the accessible needs population will also be a focus as we work to provide a new audio play feature that will provide opportunities to vision impaired children.

The pandemic brought challenges to society and to parks and recreation departments around the country. Many departments have created success stories in the face of this unprecedented event. Magical Park is a one such story that brought joy to people's lives in a time when they needed it. Who would have thought that an invisible playground could do that? Truly magical!



HOW IT WORKS...

The bigger the park, the more kids have to run! We like flat, open park spaces the size of a football field ideally with a traditional playground, parking and toilets near by. You can give us the park address or the GPS coordinates and we will check it out on Google Maps. If everything looks ok, we will program a demo park for you to test.

You will receive access to our Marketing Toolbox with posters, flyers, social media content and videos including a marketing blog with tips on how to promote an invisible playground.

In addition to that, you will get access to your own analytics portal to see how many devices have been activated at your park and how many visitors approximately came. The direct marketing feedback helps perfecting campaigns and provides effortless board reports.

- ✓ Free to Play
- ✓ No in-game purchases
- ✓ No advertisement
- ✓ No data mining
- ✓ No hard-installation necessary
- ✓ 8 permanent games to choose from
- ✓ 3 seasonal games
- ✓ Easy mode for challenged players
- ✓ 2 Vision impaired games



**CLICK TO WATCH
OUR PROMO**

WWW.MAGICALPARK.NET
WWW.GEOARGAMES.COM
INFO@GEOARGAMES.COM



Magical Park Order Form

Park Agency (Client)	
Billing Name	
Address	
Purchase Order Number	
Contact Person	
Name	
Position/Title	
Phone	
Email	
Signature	

Park Details			
Please provide the details for the parks you want to have set up	Names of the parks	Subscription Duration	Start/ End dates
Details	Please include a Google map link or address of the park locations		
Payment Details in AU\$ excl GST	<p>PLA Members: \$2650 per park annual licence \$999 for a 3-month license \$500 pop-up park for 1 week (weekend to weekend) \$250 additional pop-up week (please ask for offers for multiple parks) \$150 set up fee to move Magical Park to a new park location</p> <p>Non-members: \$3,000 per park annual licence \$1,200 for a 3-month license \$650 pop-up park for 1 week (weekend to weekend) \$350 additional pop-up week (please ask for offers for multiple parks) \$250 set up fee to move Magical Park to a new park location</p>		
You will be invoiced by PLA.			
Invoice amount and other Comments for our PLA accounts team			
Complete and return to	melanie@georgames.com and membership@parksleisure.com.au		



Terms & Conditions:

Upon Customer's payment of the applicable invoice, Geo AR Games will facilitate the Customer making available the App to users at the Site, during the subscription period set forth in the invoice, along with provisioning to Customer the other services set forth herein.

Choosing the Magical Park Location:

Geo AR Games shall provide the service of setting up a Magical Park playground in a location ("the Site") and for an agreed duration specified by the Customer in this document. The Park must have a minimum size of 70 metres x 70 metres to allow for a 30-metre circular play area with a 20 metre buffer on either side. This selection determines the spread of the digital content within the App once it is activated on the Site. Customer shall be solely liable for final selection of, and maintenance of, the Site, including with respect to any upkeep, hazards, access and use, and safety requirements related to the Site.

Site Safety

It is the sole responsibility of the Customer to ensure the Site is safe for users and any other individual entering the Site.

Geo AR Games shall perform an initial site verification via a publicly available satellite imagery service, such as Google Maps. Geo AR Games will endeavor to inform the Customer of any health and safety risks it may notice during this initial verification. It is the sole responsibility of the Customer to send City or park authority staff to the Site to check for any health and safety risks, or any reason whatsoever why the site may not be deemed safe.

Geo AR Games expects the Customer to ensure that the safety of the site is being tested by staff through the duration of any user's access to the App with respect to the Site and that Customer's staff will report back if there are any concerns with the health and safety.

Geo AR Games will use commercially reasonable efforts to relocate the Site upon Customer's request to assist the Customer with the best positioning of the game.

Relocation of the Site will occur within 48 hours (during normal business hours) of receiving a written relocation request from the Customer.

If a Site is booked for a short duration and the Site is compromised during that time due to flooding, fire, earthquakes, or any other event which renders the site unusable, Customer shall notify Geo AR Games as soon as possible so Geo AR Games can arrange an alternative date and deactivate the App and other services for that Site.

Player Safety

All users of the APP are bound by the Geo AR Games Terms and Conditions and privacy policy in the App which the user must accept before playing (<https://www.geoargames.com/privacy-policy>).

The App may state, and Customer shall notify users that, the App can only be played at the Site under adult supervision. Customer shall be responsible for use of the App and the Site by users.



The App has in built safety checks based on the Site size. If the App detects a user attempting to play a game outside of the App's automatically determined safety zone (e.g. the Site), the App will end the game. This detection mechanism relies on accurate GPS and Bluetooth technology and other technology and is not fail-safe. The hardware sensors inside mobile devices vary in quality. Geo AR Games cannot take responsibility for the GPS accuracy or other functionality of the App or any devices. In order to minimize risk to the user, the App monitors the accuracy of the GPS sensor in the players device. If the GPS reading of the device returns a value below the threshold, the game will be terminated. Notwithstanding anything to the contrary, Customer acknowledges and agrees that Nexus Alpha does not control the contents, features, or functionality of the App and is not representing or warranting that the App is safe or will work in any way.

On the date hereof, the App does not contain:

- in-Game purchases; or
- advertising; or
- data mining

The App comes with a set of games which vary based on the season. Geo AR Games reserves the right to deactivate a game for any reason, including if there is concern for user safety or if the developers get notified of a significant bug. If a game is unexpectedly deactivated, Geo AR Games will be in contact with the Customer within 72 hours.

Marketing

Geo AR Games will provide marketing material to use for the promotion of the App at the Site. The Customer is responsible for all marketing, social media and media related activities. Geo AR Games will offer the Customer a Zoom call to assist with the marketing strategy and the advertising of the App at the Site which is essentially an invisible, digital playground.

Geo AR Games will send the Customer a link to their personal analytics portal. This portal is NOT confidential and not protected. As of the date hereof, Geo AR Games understands that the portal does not hold any Customer contact, payment or any other information other than:

- The Park name
- The Park activity during the activated time
- The estimated number of park visitors who played the App at the Site

The data in the analytics portal can take 2-3 days to update.

Liability

ALL THIRD-PARTY MATERIALS INCLUDING THE APP FROM GEO AR GAMES ARE PROVIDED TO CUSTOMER AND USERS "AS IS" AND ANY REPRESENTATION OR WARRANTY OF OR CONCERNING ANY THIRD-PARTY MATERIALS IS STRICTLY BETWEEN CUSTOMER OR USERS AND THE THIRD-PARTY LICENSOR OR



DISTRIBUTOR OF THE THIRD-PARTY MATERIALS, AND MAY BE IMPACTED BY THIRD PARTY'S COMPLIANCE OR NON-COMPLIANCE WITH ITS OWN REPRESENTATIONS AND WARRANTIES. In the event of any claim by the Customer or users with respect to the App, including any claim of injury or inadequacy, Geo AR Games shall use commercially reasonable efforts to facilitate Customer's or any user's claim thereto, however, Geo AR Games shall have no liability with respect to such claim.

Geo AR Games specifically disclaims all warranties with respect to the App or services provided hereunder, whether express, implied, statutory, or otherwise, including uptime, availability, features, functionality, and implied warranties of merchantability, fitness for a particular purpose, title, and non-infringement.

Geo AR Games Ltd shall not be liable under the law of tort, contract or otherwise for any loss of profits or any direct, indirect, or consequential loss or damage arising out of any use of the App. In any case, Geo AR Games liability to the Customer or any user arising out of all claims for damages under this Agreement will not exceed the aggregate amount of fees paid by the Customer to Geo AR Games with respect to the services provided hereunder.

Indemnification

The Customer shall indemnify Geo AR Games and each of their representatives from any and all claims or expenses for injury (including death), or loss or damage to property caused, or alleged to be caused, by any acts or omissions of the Customer or any of its representatives. The foregoing indemnity includes any claim arising out of the use the App and includes injury or damage caused while using the App at the Site.

Governing Law and Jurisdiction. The Parties agree that this Agreement shall be governed by the laws of New Zealand. Any legal suit, action, or proceeding arising out of this Agreement shall be instituted exclusively in the courts of New Zealand.

Payment Schedule

Geo AR Games will set up a demo park site or test site for the client at no cost.

The Customer will only be invoiced if Geo AR Games receives a signed order form from the Customer including details of the required Site activation and the agreed price. An invoice will be sent for the Customer to pay before the App at the Site is advertised to the community. Such invoice will be subject to the terms of this Agreement and any other terms set forth in the invoice (such as payment terms).

As of the Effective Date, the Geo AR Games fees are the pricing provided to the Customer, however, the fees can be updated from time to time by Geo AR Games upon notice to the Customer.

Cancellation

If the Customer needs to cancel a park booking but has already paid, Geo AR Games will use commercially reasonable efforts to find a new suitable timeframe and location for use of the App with the Customer at no additional cost to the Customer.

Either Party may terminate this Agreement upon no less than 10 days' written notice to the other Party, however, all amounts outstanding due from the Customer to Geo AR Games shall still remain payable and



Sections of this Agreement with the headers Site Safety, Player Safety, Indemnification, Liability, Governing Law and Jurisdiction shall survive such termination.