SEGA®
amusements international

INTERACTIVE DARTS

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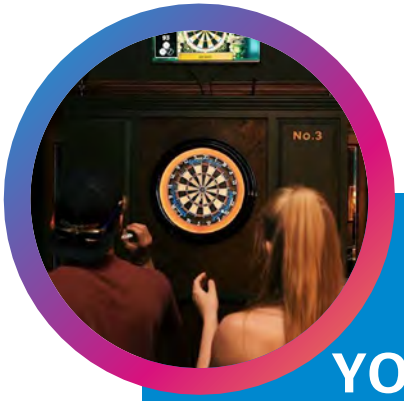
- SMARTS Interactive Darts brings the game of darts to the masses in a fun, social way. Using our slick, touch-screen interface, participants can input their names before snapping a selfie and choosing which of our great games to play.
- With revolutionary Smartboard® technology, our system instantly detects where darts have landed and displays the result on a screen above the board.
- The screen above the dart board guides users through their chosen game, showing them what to aim for and keeping all the scores. We are always adding new games so there is something for everyone. We even have three difficulty levels to cater for all standards of players.
- Players play with real, steel tip darts and real bristle dartboards from the world's leading manufacturer, Unicorn.

BENEFITS

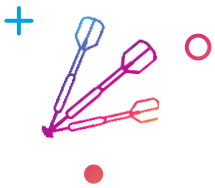
YOUR GUEST

This product delivers a seamless, intuitive and a memorable fun experience.



YOUR VENUE

Interactive Darts drives footfall, increases spend per head and delivers exceptional ROI for our venue partners.



REASONS TO INVEST NOW!

EXPERIENTIAL

Experiential activities drive footfall and extend customer reach.

INCREASE SPEND

Significantly increase dwell time and average spend per head.

NEW REVENUE

New revenue streams from paid utilisation and security of pre-paid bookings.

ITS SOCIAL!

Great opportunities for creating a presence on social media.

DIVERSIFCATION

Diversification of venue offerings generate multiple revenue sources.

ADDED BUZZ

Competitive “buzz” and atmosphere improves overall venue offer.

REAL BOARD!

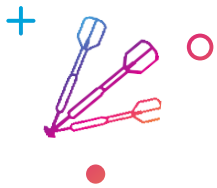
The world leading and innovative Unicorn Smartboard has been reengineered for commercial applications. The board communicates USB for a superfast, robust connection. 501 hold the global exclusive rights for the board.

Real bristle dartboard from the world's leading manufacturer.	Darts are magnetised using the magnetiser on the board.	Scoring sections are the double ring inwards.	Unlike camera systems, no calibration is required; hang it up, plug it in, it works!	The most accurate autoscoring system in the world.

TOUCH SCREEN CONSOLE

The SMARTS console is a custom built, all-in-one computer that processes messages from the Smartboard® and instantly translates them into stunning game graphics that are displayed via the projector.

15.6" touchscreen user interface.	Designed for high traffic environments.	Integrated capacitive screen and powerful CPU.	The full viewing angle (IPS) and HD LCD panel deliver exceptional clarity.	Front facing camera for capturing guest selfies.



MODELS FOR CHARGING YOUR GUESTS

Customer Pricing:

Customers typically use one of two models for charging their guests.

Per lane per hour: this can vary from £20 - £40 ($30 - $40)

Per guest per hour: this can vary from £5 - £10 ($4 - $10)

The latter can be easily paired with F&B bundles.

Think of this product as entertainment units that anyone can play, much like tenpin bowling.

As such, tenpin bowling is a great indicator of what guests are willing to pay for leisure activities.

In essence, customers can charge as much as tenpin bowling but without the huge setup costs that tenpin bowling incurs and on a much smaller footprint.

Accessibility is key. Our products give mass market appeal to traditionally niche activities. This is largely driven by automated scoring.

Consumers now demand instant gratification in all walks of life – our systems deliver memorable, shareable experiences without requiring the user to have any prior knowledge of the rules or scoring system of the game they are playing.

SOFTWARE CUSTOMISATION

The darts system can be customised to make it an integral part of your venue's brand. We will produce the necessary graphics provided customers provide us with the appropriate assets in EPS, AI or PDF format. Alternatively, we can issue templates and customers can use their own creative teams to customise the systems.

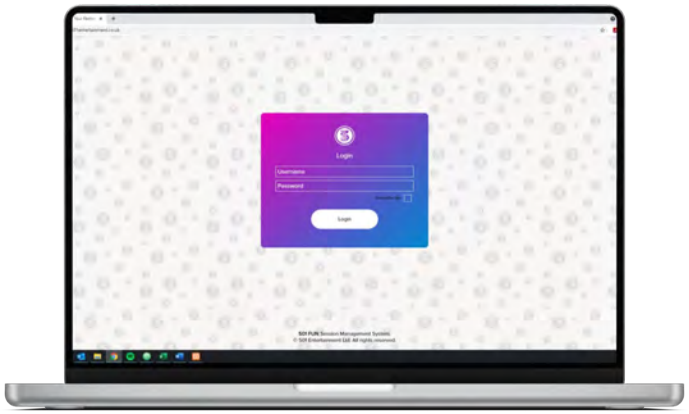
SESSION MANAGEMENT

All SMARTS sessions are time based and configured through the online session management system. We can also integrate with venue booking systems for seamless operation.

View and create sessions for all lanes within a venue.

Accessed via any internet enabled device.

Each session has a PIN code which is entered into the console to begin play.



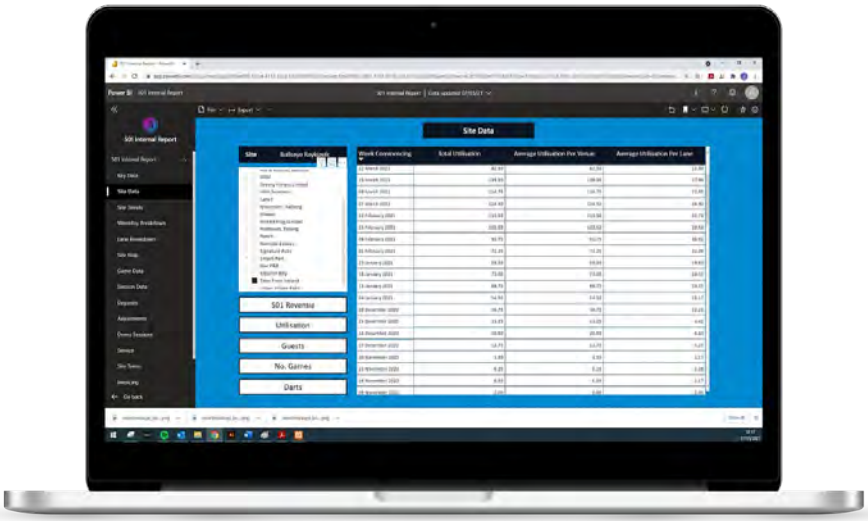
Configure sessions based on time and number of guests.

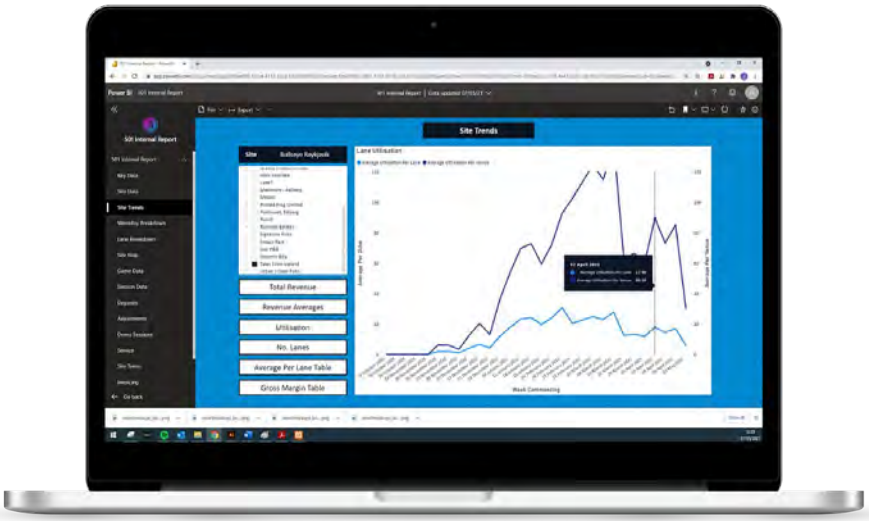
Countdown timer appears on screen with 10 mins to play.

Extended sessions automatically update.

DATA PLATFORM

We capture data in granular detail so that operators can make informed decisions on their way they run their businesses. We also use the data platform as a basis for billing.

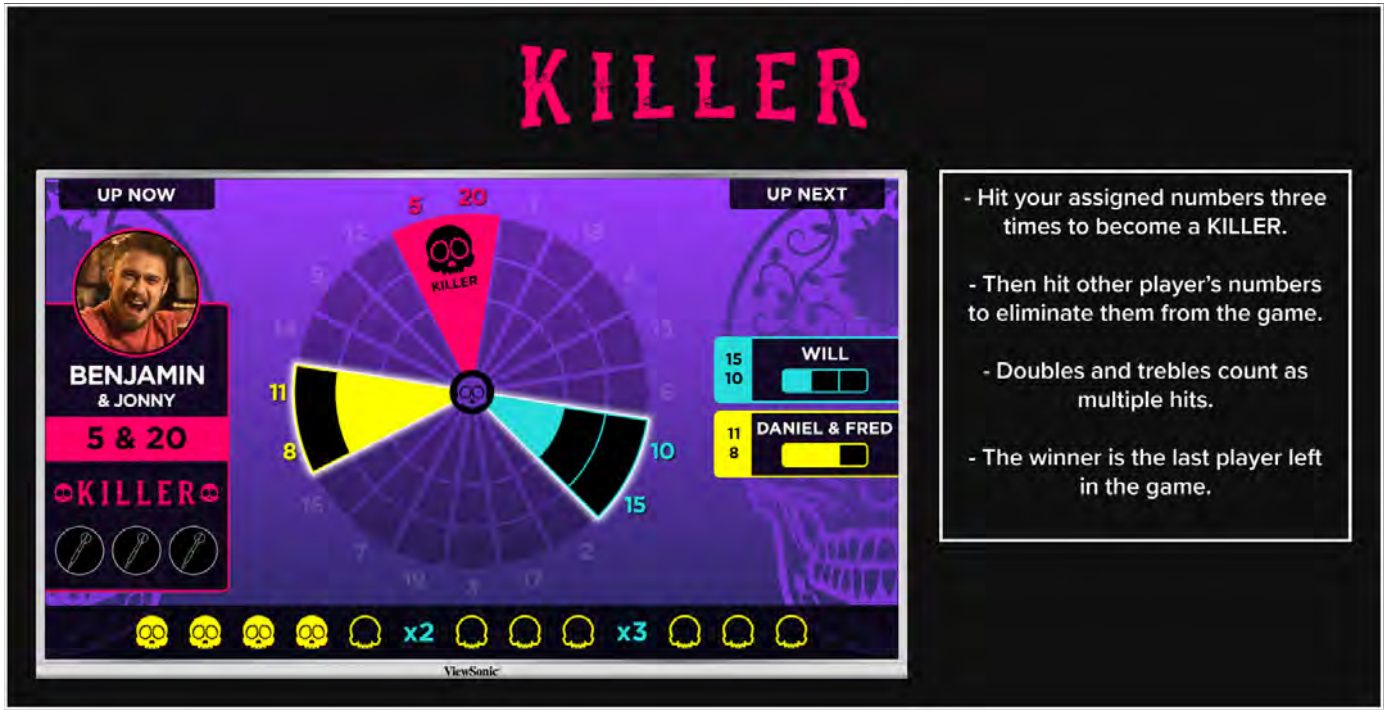




USER INTERFACE

Once a game has started, the touchscreen UI presents a selection of controls. Guests can skip back and forth between players, deleted erroneous scores, and tap the “miss” button for any darts that don’t hit the board. This interface is reversible so the “miss” button is easily accessible relative to the position of the touchscreen.

GAMES



PERFECT FOR PLAYERS OF ALL SKILL LEVELS.

GAMES

KILLER

Hexa-Gone

BLOCKBUSTER

ROBIN HOOD

SHOWTIME

CLASSIC
DARTS

SHANGHAI

HALVE IT

WHAT'S INCLUDED

All the technology required to setup an Interactive darts system. Some customers choose to build their own wall frames to suit the aesthetic of their venue.

SMARTS Console
This touchscreen should be mounted in close proximity to the throw line and in a secure enclosure that protects the cable inputs.

Optional Extra

TV / Monitor
These can either be supplied or the venue can source for themselves. We recommend a minimum 32" but 43" or 50" are optimal. Bear in mind that the larger the screen, the more space is required above the dartboard.

Console Housing
Our console housing provides a robust solution to mounting the console and suits most styles of venue. The housing is designed to be mounted on a flat surface or shelf with the cabling running down through the mounting pole.

Darts
We provide 9 'Unicorn Steel 250' darts. We recommend that only these darts are used (spares available) as other darts may not have the metal content required to magnetise.

Solar Surround
The Solar Surround from Unicorn is our recommended lighting solution. It is very easy to install and provides a great ambience for any venue.

Unicorn Smartboard
A commercial edition Unicorn Smartboard. Red/green version coming soon.

Optional Extra

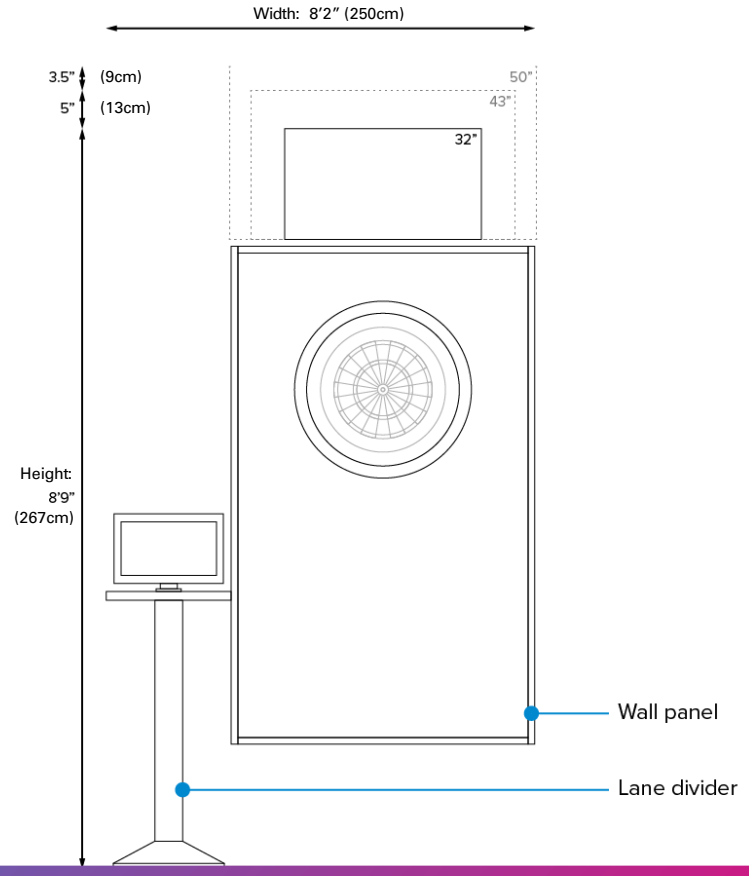
Vesa Mount
A bracket for mounting the TV or monitor.

Cabling
All the cabling necessary to install a system. This includes a powered USB over ethernet extender to connect the board to the console.

Optional Extra

Screen Protector
Highly recommended. Screen protectors are available for all screen sizes and attach via two wrap around Velcro straps.

WHAT'S REQUIRED AT YOUR VENUE?



Wall Panel:
A flat solid surface to mount the board and solar surround onto. The cavity behind can also be used to hide cabling.

Lane Divider:
Typically, the lane divider is used as a mounting point for the console unit while also serving as a handy conduit for the system cabling.

Depth Minimum: 9'11" (300cm)

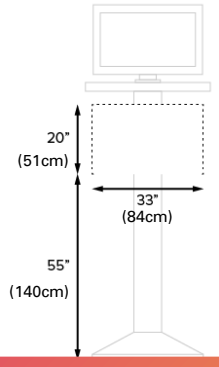
Other information

The throw line is 7' 9.25" (237cm) from the front of the board

Power & data requirement

Sockets/ports should be mounted on the wall in line with the lane divider and within the restriction displayed below.

4x power
1x Ethernet (RJ45)



DON'T JUST TAKE OUR WORD FOR IT...

There's a reason the world's top leisure brands are using our darts products. They are best in class and deliver rapid ROI. Everyone pays the same license fee (this is key to our model) and those who have experienced it are coming back for more as our systems are generating exceptional revenue and delivering the highest spend per head relative to other activities.

SUCCESS STORIES

SEGA®
amusements international

WWW.SEGAARCADE.COM
SALES@SEGAARCADE.COM
USA OFFICE: +1 847 364 9787
EMEA OFFICE: +44 208 391 8090