

X-CUBE MAGAZINE

THE X-CUBE EXPERIENCE

INTERACTIVE GAME EXPERIENCES

ONE ROOM.
ENDLESS
EXPERIENCES.

GAME ON!

6 CURRENT EXPERIENCES
2 NEW EXPERIENCES
EVERY YEAR!

THE TRAITORS
ARE COMING...

A BRAND NEW EXPERIENCE
BASED ON THE FAMOUS TV-SHOW



AVERAGE CONSUMER RATING



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50

X-CUBES LOCATIONS
WORLDWIDE. FROM
TEXAS TO LISBON

WHAT AN EXPERIENCE WE'VE HAD SO FAR

Recognizing the limitations of traditional escape rooms, founders Gerben van Leeuwen and Martin van der Meer saw a gap in the market for a scalable, engaging, and profitable escape room experience. Their innovative concept quickly gained traction, with dozens of X-Cubes being placed across the Netherlands in locations as diverse as holiday parks, cinemas, amusement centers, and game halls. Since the launch of the first X-Cube in December 2020, progress has been rapid. Within a year, 25 X-Cubes were available, each offering two unique gaming experiences from the very beginning.

Gerben: "The idea for the X-Cube experience arose because the well-known physical Escape Rooms are not scalable. Escape Rooms are immensely popular, but their revenue is disappointing, the costs are relatively high due to the need for staff, the turnover rate is low, and each traditional Escape Room offers only one specific theme for one particular target group, making repeat visits uncommon."

Martin: "Our X-Cube solves all these problems: A high ROI, by packaging classic Escape Room elements in a digital format that people keep coming back for, without the need for your own staff."

From thrilling puzzles to immersive environments, the X-Cube offers something for everyone.



GET IN TOUCH WITH US

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ABOUT THE X-CUBE

NOT AN ESCAPE ROOM. AN IMMERSIVE EXPERIENCE.

The X-Cube is a fully immersive, interactive experience that's perfect for any location. This enclosed 16m² room is equipped with high-tech features like touchscreens, cinematic sound, and stunning lighting effects, creating a truly unforgettable adventure.

Unlike traditional escape rooms, the X-Cube offers a digital adventure that's more focused on interactive gameplay than escaping. Players work together to solve puzzles, overcome challenges, and uncover hidden

secrets in a thrilling digital environment. The X-Cube's setup is simple and requires no on-site staff, making it a convenient and hassle-free option for businesses of all sizes.

With a variety of exciting experiences that are constantly updated, the X-Cube keeps customers coming back for more. And thanks to its quick turnaround time, you can welcome a new group of players immediately after the previous one finishes.

16 SQUARE METERS OF UNLIMITED FUN

Our service doesn't end with the X-Cube installation: our dedicated support team is available 7 days a week to support your team and ensure the X-Cube's success! Discover how we can help you maximize your profits in the following pages.

» 2 – 8 PERSONS

» FULLY CUSTOMIZABLE

» 98" TOUCHSCREEN

» 2 X 98" SCREENS LEFT AND RIGHT (optional)

» 4 X 55" PORTRAIT SCREENS

» 8 CONTROL UNITS

» 3 CAMERAS

» FULLY AUTOMATIC

» FOR MULTIPLE USE



AUDIO VISUAL EQUIPMENT

- » High-quality (touch) screens from Samsung
- » Immersive sound system from Sonos
- » Cameras, blacklights, strobes, and LED strips
- » Custom-designed game controllers with
- » Digital ink maps, light-, sound-, and heat sensors

ADDITIONAL FEATURES:

- » Standard air ventilation
- » Customizable air treatment options (e.g., connection to existing HVAC or separate unit)

DIMENSIONS

- » Length: 390 cm
- » Width: 385 cm
- » Height: 260 cm
- » Minimum overhead clearance: 15 cm

CONSTRUCTION

- » Lightweight and durable aluminum frame
- » Customizable fabric panels
- » Decorative LED lighting



NO OPERATOR NEEDED



NO RESET TIME



UP TO 8 PLAYERS



MULTIPLE GAMES



HIGH REVENUE PER M²



HIGH-TECH FEATURES

HOLLYWOOD EVENT CENTRE

A WINNING COMBINATION



Hollywood Event Center is a unique concept for entertainment, dining, and events in the Netherlands. With over 4000 m² of leisure activities, dining options, and meeting spaces, Hollywood Event Center is the ideal location for a night out with friends and family, as well as for corporate parties, meetings, product launches, events, or other (festive) occasions.

Enjoy the film-themed Hollywood Café or relax in the brand-new Hollywood Sports Bar, featuring a diverse American menu. The spacious stage is ideal for live performances, from bands and DJs to artists, ensuring an unforgettable evening.

INNOVATION MEETS ENTERTAINMENT

Hollywood Event Center is committed to providing innovative and high-quality experiences. In addition to activities like sim-racing, mini-golf, high-tech beer pong, street curling, karaoke, and shuffleboard, the center features three X-Cubes, offering immersive and interactive adventures for guests of all ages.

PETER VAN LEEUWEN ON X-CUBE

Peter van Leeuwen, the driving force behind the Hollywood Event Center, explains why he chose to invest in three X-Cubes and why this has proven to be a successful formula.

"The X-Cube offers a unique and immersive experience that truly adds value to our location," he says. "It's not just a simple box you place in a corner and hope people will find on their own. The X-Cube must be fully integrated into your operations to be successful."

"THE DECISION TO INSTALL THREE X-CUBES HAS PAID OFF."

Van Leeuwen indicates that the success of the X-Cube lies not only in its innovative technology but also in its ability to offer different experiences within the same space. "You can create a completely different experience simply by selecting a different game. This makes the X-Cube appealing for repeat visits, which is crucial for the continuity of our location."

The decision to install three X-Cubes has paid off. By fully integrating the X-Cube into their operations and entertainment offerings, the center has set a new standard for interactive leisure experiences in Rotterdam. As Peter van Leeuwen puts it: "The X-Cube is an investment that pays for itself in the form of satisfied customers and repeat visits."

"THE X-CUBE OFFERS A UNIQUE AND IMMERSIVE EXPERIENCE THAT TRULY ADDS VALUE TO OUR LOCATION,"



250 AVERAGE NUMBER OF BOOKINGS PER MONTH

40%
CHOOSES AN
60-MINUTE
EXPERIENCE

60%
CHOOSES AN
30-MINUTE
EXPERIENCE

4.1 AVERAGE NUMBER OF PLAYERS PER GROUP

4.3/5 AVERAGE GAMERATING





‘THE TRAITORS’ EXPERIENCE

TV-HIT ‘THE TRAITORS’
IS COMING TO THE
X-CUBE IN 2024

“The Traitors,” one of the most popular and thrilling TV shows of recent years, is coming to the X-Cube in 2024. This psychological game, developed in collaboration with IDTV, places you and your team in the midst of a world filled with distrust, betrayal, and strategy. “The Traitors” has been aired for three seasons in the Netherlands on the TV channel RTL and through the streaming service Videoland, and it has been sold to more than 30 countries worldwide. With the X-Cube version, this hit show is now transformed into an intense, interactive experience.

THE GAME

In “The Traitors,” players are divided into two groups: the Faithful and the Traitors. The Faithful work together to complete missions and collect as much silver as possible. However, the Traitors, disguised as Faithful, secretly attempt to sabotage these missions and turn the group against each other. Each night, one player is “murdered” by the Traitors, while during the day, the group gathers at the round table to vote and try to unmask the Traitors.



The X-Cube version of “The Traitors” adds a new layer of interaction to the game. You find yourself in a lifelike setting where every decision and misstep can have consequences. The game builds tension with challenging missions and intrigues that lead to a climax where only a few have the chance to win the silver treasure.



NEW & UPCOMING EXPERIENCES


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SUBMERGED



DIVE INTO THE DEEP

The latest addition to the X-Cube platform, **Submerged**, takes players to the depths of the ocean for an immersive underwater experience. This experience, developed by the Dutch company **Living Story**, combines breathtaking visuals with challenging gameplay. Developed by Dutch company Living Story, this **immersive experience** combines stunning visuals with challenging gameplay.

 2-6 people

 60 minute experience


 9+ difficulty - medium


TITAN



SAVE HUMANITY

At the end of 2024, X-Cube will introduce a new dimension to the world of interactive games with the launch of Titan. Developed by **Lionslake**, this immersive experience transports you to a post-apocalyptic world where you and your team pilot a colossal robot, the Titan. Battle giant insects and other threats as you fight to save humanity. It's an action-packed adventure that requires teamwork and strategy.

 2-6 people

 30 minute experience

 9+ difficulty - challenging



STEP INTO THE WORLD OF ESPIONAGE

In Spy Training, players are trained to become secret agents under the guidance of Katja Schuurman, a well known Dutch TV personality. This intensive training places you right in the heart of the World Intelligence Center, where you must complete various missions to prove that you have what it takes to become real spies. The game combines **physical and mental challenges** in a race against the clock, where every decision counts.


CHALLENGING MISSIONS AND THE IMPORTANCE OF TEAMWORK


You and your team will face a series of challenging missions that test your skills as spies, requiring sharp observation, logical thinking, and quick decision-making. From cracking secret codes in the "Audio Mission" to identifying disguised suspects in the "Camera Mission," each task demands precise teamwork. As the tension builds, the game culminates in a nerve-wracking final mission where the team must defuse a bomb. Success hinges on your ability to collaborate effectively and apply all the skills you've developed throughout the game.

AN UNFORGETTABLE EXPERIENCE


Spy Training is a full immersion into the world of espionage. The combination of realistic tasks, tight time limits, and **intensive teamwork** makes it a unique experience you won't soon forget. Whether you love puzzles, adventure, or simply seek an adrenaline rush, Spy Training offers everything you need to bring out your inner secret agent.



 2-6 people

 30 and 60 minute experience

 languages EN / NL / DE / FR / PT *(more coming soon)*

 14+ difficulty - challenging

SPYTRAINING KIDS



BECOME A MASTERSPY

In Spy Training Kids, a special version of the popular Spy Training for adults, young players have the chance to discover their inner secret agent. Guided by Sterre Koning, a well-known influencer among youth in The Netherlands, children are trained to become spies in an environment full of excitement and mystery. Based on the original Spy Training, this game is tailored for kids aged 9 and up.

EDUCATIONAL AND FUN

This game is not only thrilling but also educational. Children learn to recognize patterns, use their memory, and work together, all while having fun in a safe and controlled environment. The “Counting Mission” is a great example. Players must count how many times colors blink on screens and use this information to crack a code.

A UNIQUE EXPERIENCE

Spy Training Kids is more than just a game; it's an experience that immerses children in the world of espionage. The game is designed to provide entertainment while also developing important skills like observation, teamwork, and problem-solving.



2-6 people



30 minute experience



languages EN / NL / DE / FR / PT *(more coming soon)*



9+ difficulty - challenging for kids





EXPERIENCE: **MURDER AT THE MANSION**

In **Murder at the Mansion**, one of the most immersive games in the X-Cube, you are challenged to solve a complex murder case. Developed by the creative team at **Gloeidraad** and brought to life by **Packhouse**, *Murder at the Mansion* plunges you into the world of Albert Duyckers, a tech visionary whose life has been cut short. Can you unravel the mystery surrounding his tragic death?

THE STORY

The game opens with a video message from Albert Duyckers, recorded just before his tragic death. He suspects that one of his children means him harm, but he doesn't know why. Throughout the game, you will navigate through various rooms in Albert's mansion. Each room contains crucial clues that will bring you

closer to the truth. As you explore the mansion, from the garage to the attic, you'll discover vital clues hidden in every room. Can you piece together the puzzle and uncover the truth behind Albert Duyckers' murder?





THREE PHASES OF THE GAME

- Murder at the Mansion is divided into three distinct phases. **In the first phase**, you gather evidence by solving puzzles and exploring the environment. For example, you might need to adjust a pacemaker in the garage, crack a decoder in the dining room, and hack a modem in the office to access important documents.
- **In the second phase**, you analyze the collected evidence to identify the motive, method, and perpetrator. This is where your deductive skills come into play. You must make decisions based on what you have found and interpret this information correctly to draw the right conclusions.
- **The third and final phase** is a race against time. As you try to send your conclusions to the police, the murderer attempts to sabotage the upload process. This leads to a series of thrilling mini-tasks that you must complete to ensure the truth is revealed.



2-8 people



60 minute experience



languages NL, EN, DE, PO, DK, FR, SP
(more languages coming soon)

AGE: 15+

DIFFICULTY: ★ ★ ★ ★ ★



THE COLLABORATION BETWEEN X-CUBE AND PATHÉ

The collaboration between X-Cube and Pathé marks a significant step in the evolution of cinema experiences. Pathé, the largest cinema operator in the Netherlands, has chosen to add the X-Cube to several of their locations, offering an entirely new form of entertainment alongside traditional movie-watching.

For Pathé, integrating the X-Cube represents a step forward in providing a complete entertainment experience. It aligns with their strategy to further enrich the cinema experience with new technologies and interactive content. By partnering with X-Cube, Pathé demonstrates their commitment to staying at the forefront of the entertainment industry and continually offering something new to their visitors.

The first locations where the X-Cube is available have already received positive feedback, and there are plans to expand the number of X-Cubes to more Pathé cinemas

across the country. This would allow even more visitors to enjoy these immersive and challenging games, further enhancing the overall cinema experience.



*“EXTEND YOUR MOVIE
NIGHT OUT WITH AN
X-CUBE EXPERIENCE.”*



ADVENTUREPARK PLAY-IN

Packed with fun for both young and old! Adventurepark Play-in is the ultimate destination in the Utrecht-region in The Netherlands, offering a wide range of entertainment options. Explore their Kids Paradise, Trampoline Park, Climbing Walls, Arcade Hall, Mini Golf, Virtual Reality Zone, and of course their X-Cubes. Play-in also features a Beach Bar and a Sky Bar situated 5 meters high with a terrace, providing breathtaking views of all their activities. For the whole family, regardless of age, there's an abundance of fun experiences to discover, all within an impressive area of 6000m².

TWO X-CUBES

Since the beginning of 2022, there have been two X-Cubes at Play-in in Utrecht. Together with their internal marketing team, we are working on increasing the average monthly occupancy rate, customer satisfaction, and, of course, the associated revenue! Together, we have developed a location plan that helps us monitor both short- and long-term objectives.

166 AVERAGE NUMBER OF
BOOKINGS PER MONTH

45%

CHOOSES AN
60-MINUTE
EXPERIENCE

55%

CHOOSES AN
30-MINUTE
EXPERIENCE

4.2

AVERAGE NUMBER OF
PLAYERS PER GROUP

4.4/5

AVERAGE
GAMERATING

PLAY IN



SING ALONG!

X-CUBE KARAOKE

The X-Cube continues to expand its versatility with the introduction of a unique karaoke experience. Thanks to a collaboration with Sunvig, a leader in professional karaoke systems, you can now transform the X-Cube into a fully-fledged karaoke room. With access to Sunvig's extensive music catalog through the large screen and the powerful audio system of the X-Cube, karaoke is taken to an entirely new level.

MORE THAN JUST SINGING


What truly makes the X-Cube karaoke set special is how the existing technology of the X-Cube is utilized to enhance the experience. The screens and controllers are used to elevate the atmosphere and provide real-time feedback during performances. Whether it's visual effects, interactive elements, or encouragement from your virtual audience, the X-Cube adds extra dimensions to the karaoke experience that you won't find anywhere else.

SUNVIG®



A PERFECT ADDITION

With the X-Cube karaoke set, you can attract an entirely new audience and give existing visitors an extra reason to return. Whether it's for parties, corporate events, or just a fun evening with friends, this add-on makes the X-Cube a versatile entertainment platform.

 2-8 singers

 from 30 minutes to 2 hours





EXPERIENCE **CRAZY GAMESHOW**

STEP INTO THE SPOTLIGHT

In the X-Cube's Crazy Gameshow, you and your team get the chance to be the stars of your very own TV show, hosted by the energetic Dutch TV-star Buddy Vedder. This game combines the excitement of a TV studio with a series of fast-paced, challenging, and above all, fun mini-games that are accessible to everyone. The set feels like a real TV studio, complete with bright lights, colorful graphics, and a cheering audience.

FUN FOR EVERYONE

Crazy Gameshow offers a variety of mini-games that constantly change, so you never know what to expect. Whether you're testing your memory in 'Memory Master', your precision in 'Spot the Spot', or your math skills in 'Happy Appy', there's something for everyone. Match the Sym-

bols challenges you to quickly match colors and shapes, while other games like a multiplayer version of Pong add competitive excitement within your team.

ONE BIG PARTY

The games are designed to entertain both young and old. The simple rules make it easy to join in, but the variety and pace ensure that even the most experienced players are challenged. Every team member gets a chance to showcase their talents, making for a dynamic and hilarious group game.



2-6 players (age 9+)



30 minute experience



languages NL, EN

(more languages coming soon)





X-CUBE MAGAZINE

EXPERIENCE:




AGENT 8008

DIVE INTO AN EXCITING FAMILY ADVENTURE

Excitement and adventure come together in Agent 8008, a game where players team up with the famous Dutch YouTuber Ronald Vledder and Twitch sensation Puque to solve a mysterious kidnapping. This game is specially designed for children aged 9 and up, featuring a dynamic mix of puzzles, action, and teamwork. The adventure begins when Agent 8008, played by Ronald Vledder, sets out to find his loyal sidekick, Number 2, who has been kidnapped by a sinister hacker. It's up to you and your team to help him!

A GAME FOR THE WHOLE FAMILY

Agent 8008 is designed as a family adventure, where parents, children, and friends can work together to solve the kidnapping and save the day. The game offers a perfect balance of challenge and accessibility, ensuring that players of all ages can enjoy the experience.

-  2-6 players (age 9+)
-  30 minute experience
-  languages NL, EN (*more languages coming soon*)



THE CUSTOMER JOURNEY

Not only is the experience within the X-Cube important, but the experience surrounding it should not be overlooked either. This includes the booking process as well as the visibility of the X-Cube at your location. Our X-Cube marketing team is here to support you in every aspect.

We provide you with all the audiovisual material you need to ensure strong visibility at your location and on your own website. Whether a customer books through your website or ours, they will immediately receive an email with a door code and instructions for the booked experience.

The door code can then be used to open the X-Cube door at the time the game is booked. Once the door closes, the experience starts automatically. After the experience, the customer can leave a game rating and a location rating on the large screen. Additionally, they can download a photo and a reel for social media.

Upon returning home, the customer will receive an automatic email with their score, high scores, and explanations of the mini-games or puzzle solutions. If customers leave positive ratings, they will receive promotional emails from us in the months following their visit, highlighting other experiences available at your location and in the X-Cube.

Would you like to further enhance the experience around the X-Cube? This is possible with our X-Cube Kiosk, X-Cube Signing Screen, and customizable exterior design of the X-Cube.

#1

Book X-CUBE experience through your website or x-cube.com

#2

Immediately receive an email with access code and instructions

#3

Open the X-Cube door at the time the game is scheduled

#4

Once the door closes, the experience starts automatically

#5

Leave a game rating and a location rating on the large screen

#6

Download a photo and a reel for social media

#7

Upon returning home, receive an email with scores and games explanations



X-CUBE ADD-ONS

X-CUBE KIOSK

The Kiosk actively engages passersby, offering features like a short game or utilizing the built-in camera. It not only draws in curious onlookers, which can lead to faster ad-hoc bookings, but also boosts efficiency by reducing the workload for your staff. Players can scan QR codes to access your booking page for the respective game, make a booking, and immediately receive a door code via email.



X-CUBE SIGNING SCREEN

With a X-Cube Signing Screen, you can make the X-Cube experience even more interactive. Place or hang it in a central location and/or near the X-Cube, and we'll ensure that all high scores from the various games at your location are displayed. Additionally, videos of different games will be shown for promotional purposes, and in the future, we plan to add a feature that shows whether an X-Cube is currently in use and how much time the group inside has left. You can also use this screen to display your own information if needed.

X-CUBE EXTERIOR DESIGN OR LOOK

An attractive and modern exterior for the X-Cube draws more curious eyes. These banners can also be customized with your own logo and images of the games that best resonate with your target audience. You can update them whenever you like. The LED strip above ensures that the X-Cube really stands out!



ONBOARDING: GETTING AN X-CUBE

INTERESTED IN ONE OR MORE X-CUBES?

Once the ink on the contract is dry, we can be fully operational at your location within 1 month, anywhere in the world!

READY, SET ...

We assist you in setting up your website and ensure you have all the audiovisual materials needed to independently apply them in your own flyers and brochures. We are also happy to work with you to determine the best pricing strategy for your target audiences. Once the X-Cubes are ready for use and everything on the front end is set up, we'll also provide training for your staff. Even though your staff won't need to be heavily involved in the operational side of the X-Cube, it's important that they are enthusiastic about the product and familiar with the experiences so they can effectively upsell them.

GO!

As soon as the first experiences are booked, we will monitor the booking progress together. You can easily track this yourself in the X-Cube HUB, where all your bookings are stored, but we will also proactively reach out to you on a monthly basis to check in. In the very first month, we will create a specific location plan for your business, aligning expectations and setting goals for an 8-month period. This includes targets such as the number of bookings, desired location rating, the number of players per experience, and the average revenue per group. More importantly, we'll determine how we'll achieve these goals through major regional campaigns as well as smaller initiatives to increase visibility at your location. After these 8 months, we will evaluate and adjust the location plan to further optimize it each time.

COSTS

The operation of the X-Cube can be done in various ways. You can either purchase the X-Cube or place it in a shared-revenue model. In the latter model, the X-Cube remains the property of X-Corp, and we enter into an agreement with a minimum commitment. If you purchase an X-Cube, we only enter into a monthly service agreement, in which we guarantee functionality and content. Additionally, we apply a small license fee per player for the party creating the experiences.

Contact us at info@x-cube.nl or give us a call at +31 (0)10 599 91 11. We'll happily make you a businesscase you can't refuse!

7 REASONS TO CHOOSE AN X-CUBE

1. Compact and Space-Saving The X-Cube offers a huge amount of entertainment in just 16 square meters. This makes it a perfect addition for locations with limited space, such as family entertainment centers, trampoline parks, and shopping malls.

2. Self-Operating and Low Maintenance One of the biggest advantages of the X-Cube is that it operates completely independently. No additional staff is needed for operation or maintenance, keeping your operational costs low. Everything from bookings to the gameplay itself is automated.

3. Broad Audience and Variety The X-Cube attracts a wide audience with a variety of games for different ages and interests. From action and adventure to mystery and karaoke, the X-Cube offers something for everyone, making it an appealing option for diverse groups and occasions.

4. Multiple Revenue Streams With the X-Cube, you can easily generate multiple revenue streams. In addition to the various games, the option to use the X-Cube as a karaoke room offers an additional way to monetize your location and attract an even broader audience.

5. Innovative Technology and Experience The X-Cube offers an immersive experience thanks to its advanced technology. The use of large touchscreens, advanced controllers, and real-time feedback provides a dynamic and interactive experience that keeps visitors engaged and coming back.

6. Future-Oriented Possibilities The X-Cube is not just an entertainment platform; it is also future-ready. With plans to offer corporate training and serious games, the X-Cube can adapt to different markets and needs, making your location even more versatile.

7. International Expansion and Recognition The X-Cube has already proven to be successful in the Netherlands and is expanding internationally. By joining this platform, you can benefit from a concept that has already built a solid reputation, giving your location a modern and innovative appeal.

CONCLUSION

The X-Cube offers a versatile, low-maintenance, and space-saving entertainment platform that elevates your location. With its broad appeal, innovative technology, and future-proof capabilities, the X-Cube is an investment you don't want to miss.





**START YOUR
ADVENTURE
TODAY**

VISIT X-CUBE.COM