



the ultimate challenge



TWO DIFFERENT WAYS...



...THE SAME ULTIMATE EXPERIENCE

WHAT IS CUBE

"CUBE Challenges" is the ultimate real-life gaming experience which will take you to your limits.

The goal of the game is to complete a series of different tasks as an individual or a team of friends or family — and your rivals are not just the clock, but your own personal best and players from every CUBE location around the world.

Players are separated into teams, consisting of 2 to 6 people.

Your **BRAIN, FITNESS, PERCEPTION & SKILLFULNESS** are the key ingredients in order to face the challenges and achieve victory!

CUBE NETWORK

Why join our ever-growing family:

14 COUNTRIES **30** STORES **OVER 650** CHALLENGES **2M+** CHALLENGERS

**USA, CANADA, ITALY, DENMARK, FRANCE, GERMANY, SAUDI ARABIA,
IRELAND, ROMANIA, UNITED ARAB EMIRATES, SWITZERLAND, BELGIUM,
SWITZERLAND, DOMINICAN REPUBLIC, GREECE**

MORE COMING SOON

WHO CAN PLAY?

All types of visitors of all ages can experience CUBE Challenges.

No special physical abilities are required in order to play. Just wear comfortable clothes & be prepared for serious teamwork!



Friends

Practice your speed, perception, brain skills & reflexes. Maintain your good form & shape by trying all CUBE Challenges.



Families

The perfect way for parents & children to spend quality time together during the week and on the weekends!



Students

Have you been studying hard and need a break? Come challenge yourself in one of our stores and forget your stress!



Athletes

Come with your friends, try to beat all challenges and prove you are the best team.

GAME EXPERIENCE IN STEPS



STEP 1

Make a team of 2 to 6 people and come up with a team name!



STEP 2

Every player gets a CUBE wristband from the lobby



STEP 3

All players scan their wristbands, register their team and access the main hall



STEP 4

The team will face a huge variety of different Challenges across Physical, Brain, Skills, and Horror categories — each one now offering multiple game modes to play and master.



STEP 5

The goal is to be smart, quick & accurate, beat the time and get as many points as possible — points that count both for your team and for your own personal profile.



STEP 6

Track your progress - check your personal profile from your smartphone to see your score, level up, climb the loyalty tiers, and see where you rank on the worldwide leaderboard.

CUBE IS CHANGING

From a one-time activity to a real-life gaming entertainment platform.



MULTIPLE GAME MODES PER CHALLENGE

Every Challenge now offers several different games to play within the same platform.



IN-GAME LEVELS

Players unlock new levels as they progress, keeping every replay fresh.



GLOBAL LEADERBOARDS

Rankings that connect players across every CUBE location worldwide.



PERSONAL PLAYER PROFILES

Accessible from their smartphone, where players can track their score, climb through loyalty tiers, and unlock avatar elements and accessories as they progress.



TEAM AND INDIVIDUAL COMPETITION

Play together as a team, or compete for your own personal best.



A BRAND-NEW PROGRESSION SYSTEM

Points, rewards, and unlockable items that give players a reason to come back.

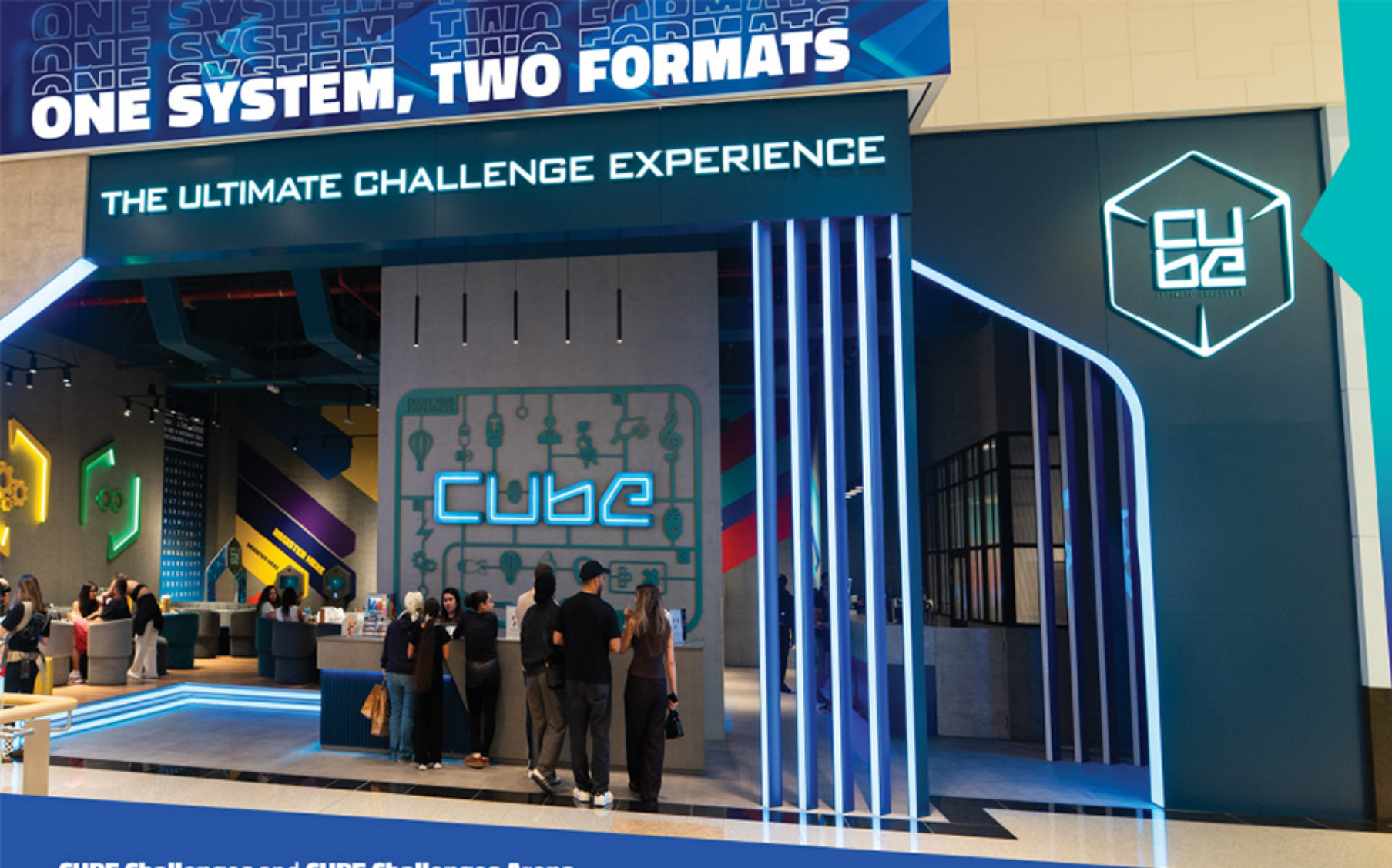


CUBE OS

The CUBE Operating Software is the program that controls the flow of the player experience. It is necessary for registering the players, giving them access to the rooms and setting a game duration for each team. It also provides the Game Master with the ability to see and control the status of the rooms, to monitor the amount of players currently playing, and keep the score and records of every team.

The main Operational Software of CUBE is responsible for:

- Challenges Operation •
- Players/Teams Registration •
- Game Monitoring •
- Difficulty Levels Control •
- Keep Score and Team's Records/Leaderboards •
- Keep Number of Teams/Players that participate as records for the Operator •
- Player Profiles & Progression •
- Tracks each player's personal score, in-game levels, loyalty tier and worldwide ranking across the entire CUBE network



CUBE Challenges and CUBE Challenges Arena

run on the exact same game engine, progression system and player profiles — but adapt to completely different spaces: fully built-out immersive rooms, or a flexible open-space format that fits almost anywhere, including hotel and resort entertainment zones.



That flexibility is a real edge against competitors who typically offer only one fixed format.







GAME CATEGORIES



PHYSICAL



SKILLS



BRAIN



HORROR



PHYSICAL



SKILLS



BRAIN



HORROR



PHYSICAL CATEGORY

Reach your limits in these challenges of speed, strength, and stamina and confront the added pressure of limited time.



LAVA LAND

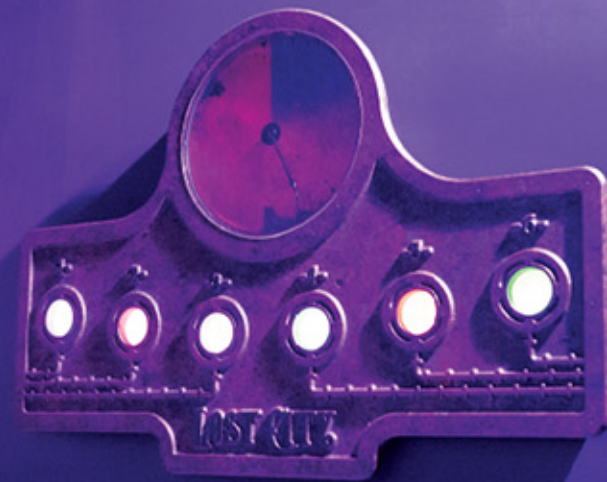
Players have to solve the puzzle on the screen while avoiding the lava by climbing on the various objects in the room when the floor turns red.





LIGHTFIELD

The floor grid is set and the game is on! Players must step on blue tiles to rack up points, but! Red tiles are traps that can cost them a life. One wrong step could bring them closer to game over.



LOST CITY

Players must find the right sequence of buttons. If they succeed, a small door will open, and they will reach the laser room, where they must cross a field with a web of laser beams without touching any of them.



CARDIO

Players must reach the opposite side by hanging from the handles on the walls without touching the ground. The handles often change color, and when they are red, players cannot hang from them.



ROAD TO OLYMPUS

Players have to pass through the rotating obstacles and climb to the top with the help of ropes.



RED ROPES AREA

Players must carefully make it to the opposite side without touching the red ropes.



SPEED BARRELS

In this room, there are two rotating barrels on which the players must run as fast as possible to complete the distance indicated on the screen.





KNOCK OUT

Players climb the wall of the ring with the intention of getting to the other side while tubes come out of the wall to knock them down and make them lose.



RESTRICTED AREA

Players must cross the room by hanging from the wheels without touching the floor.





GYM TONIC

Players have to pass two rotating obstacles and then a staircase. If they touch the ground or the rotating obstacles, they automatically lose.



FLOOR IS LAVA

Players must stay off the floor when they hear the emergency sound. Connecting the tubes on the screen will help them survive from the hot lava as the temperature rises when the time goes down.





GOLDEN GATE BRIDGE

Players must reach the opposite side of the room by hanging from the ropes, without touching the ground.



LAZER MAZE

Players have to cross a field with a web of laser beams without touching any of them.



SKILLS CATEGORY

In this category, accuracy wins. Stability, perception, patience, and focus on the target will be the key elements to get you the highest score.



PUMP IT UP

Players must inflate the colored balloons and release it at the right time to fill the moving box.





HANGRY MONKEY

The monkey is starving! Her empty stomach makes her angrier and angrier, so she keeps throwing barrels. With the joystick in hand and the buttons at their feet, players need to avoid the barrels, smash obstacles, and make their way up the platforms to fill the monkey's basket, one tasty fruit at a time.



COMET FORCES

'Comet forces' is a real spacecraft simulation. Take a seat inside, cooperate, and focus in order to destroy the asteroids which come against your team.





Players must roll the balls into the holes to win points. A different number of points is earned from each hole.

SCORE 000 ROLL AND SCORE SCORE 000



BUBBLE TROUBLE

In this room, each button responds to a letter. Players must search through the balls and find the letters to complete the word on the screen.





SLINGSHOT MADNESS

Players must aim and shoot the slingshots at the targets and collect as many points as possible.



CRYSTAL MAZE

Players have to guide the ball to the correct hole by pressing four buttons.





CRAZY CIRCUIT

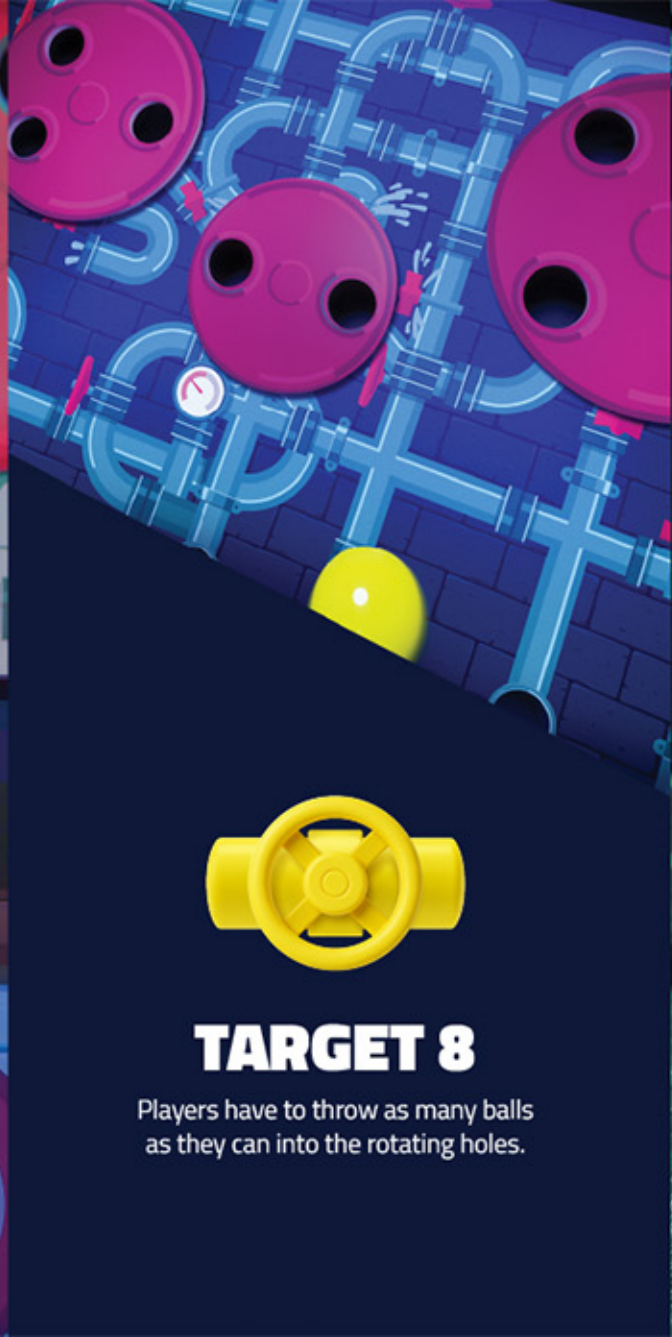
Players must stay focused and keep the magic ring steady without touching the zigzag pipe, completing the route to win.



SHOOTING FARM

In this room, some players rotate the well levers to charge the weapons while others shoot the targets inside the farm to win points.





TARGET 8

Players have to throw as many balls as they can into the rotating holes.



SUBBUTEO

Players have to shoot the balls and hit the targets. The more difficult the target, the more points are collected.



BUZZER BEATER

Players have to shoot the balls into the baskets.



CARGO

Players must carefully observe the screen and see which shape they have to press on the walls.





LIGHTS ON

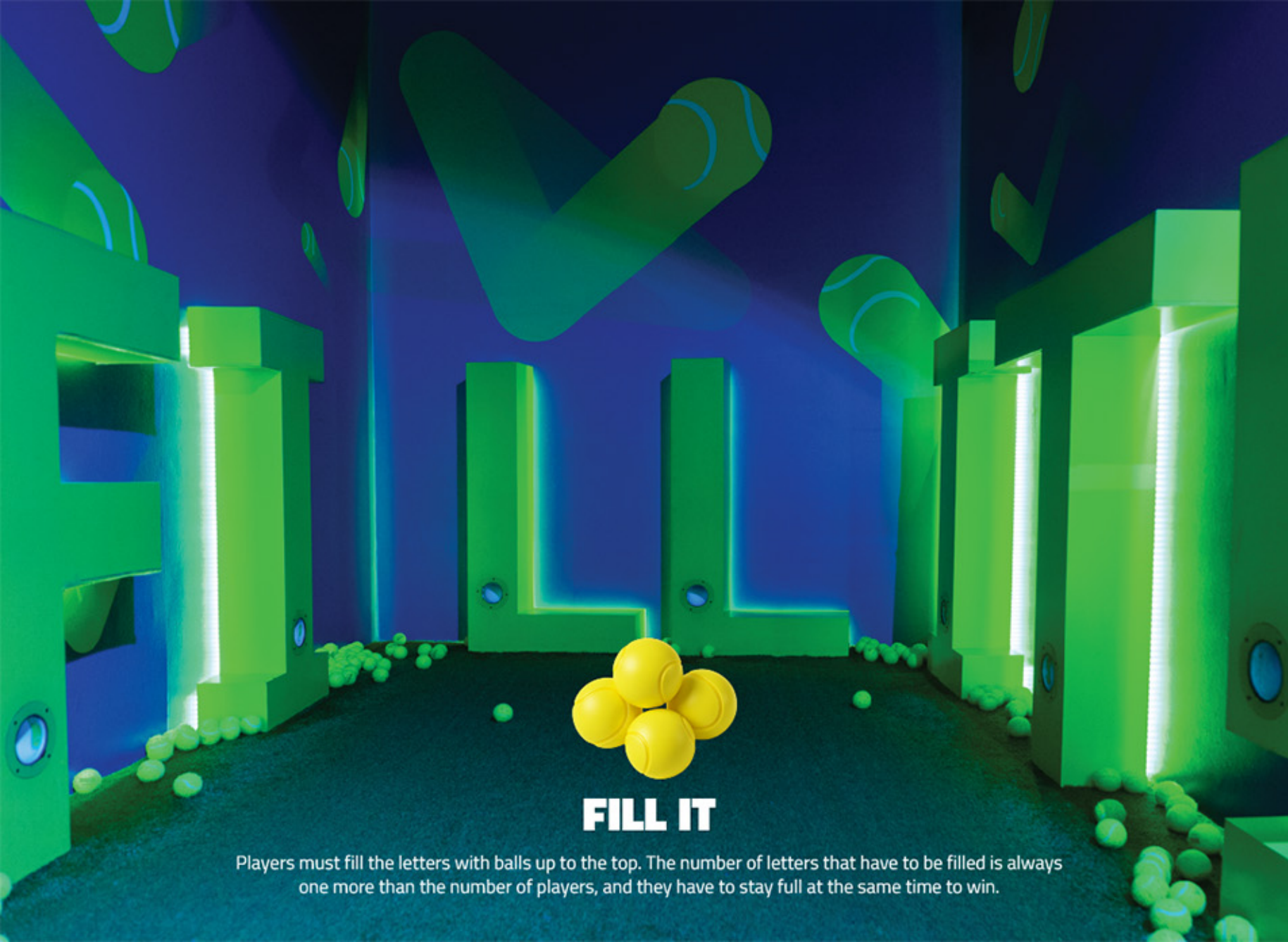
In this room, there are buttons that light up for a very short period of time, and players have to press them as fast as they can.



COLOR TWIST

Watching the screen on the wall, players must place their hands and feet on the correct positions on the colored floor without falling.





FILL IT

Players must fill the letters with balls up to the top. The number of letters that have to be filled is always one more than the number of players, and they have to stay full at the same time to win.



SEVEN BLOCKS

Players should be quick and use the cubes inside the room to form the correct block, as shown on the screen. Once the block is constructed inside the room, the one on the screen will start falling.



BRAIN CATEGORY

The human brain has 100 billion neurons & each neuron is connected to 10 thousand other neurons. Get ready to use all of them to beat the CUBE Brain Challenges.



WORLDERLAND

Players have to answer various questions and match the relevant photos with the countries on the wall map.



RAINBOW MIND

Players must take a seat behind the color stations, then push the correct combination of buttons as fast as they can.



ALL IN

Players must be quick and push the correct cards on the walls before time runs out.



CANDIT

Players must follow the instructions on the screen and create the requested dessert recipes.



CLEF DE SOL

In this room, melodies are played on the piano, and the players have to copy them accordingly.



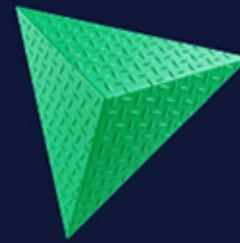
SPOT THE DIFFERENCES

Players have to observe and spot the differences on the two screens as the time counts down.



BOMB SQUAD

Players must solve the puzzles and neutralize the bomb before it explodes.



PYRAMID OF GIZA

Players have to find a way to keep everyone off the floor at the same time.





Welcome to our thrilling thematic Horror Category, featuring five exciting rooms!
These immersive experiences are designed for those aged 16 and above.
Step into the unknown, where each room holds a unique terror.

From investigating mysterious beings to brewing magic potions,
from hunting ghosts to navigating chilling routes,
these stories will grip you.

Enter if you dare!



MAGIC POTION

Players have to make the recipe
that appears on the screen by finding
the ingredients in
the library.





WHO'S THERE?

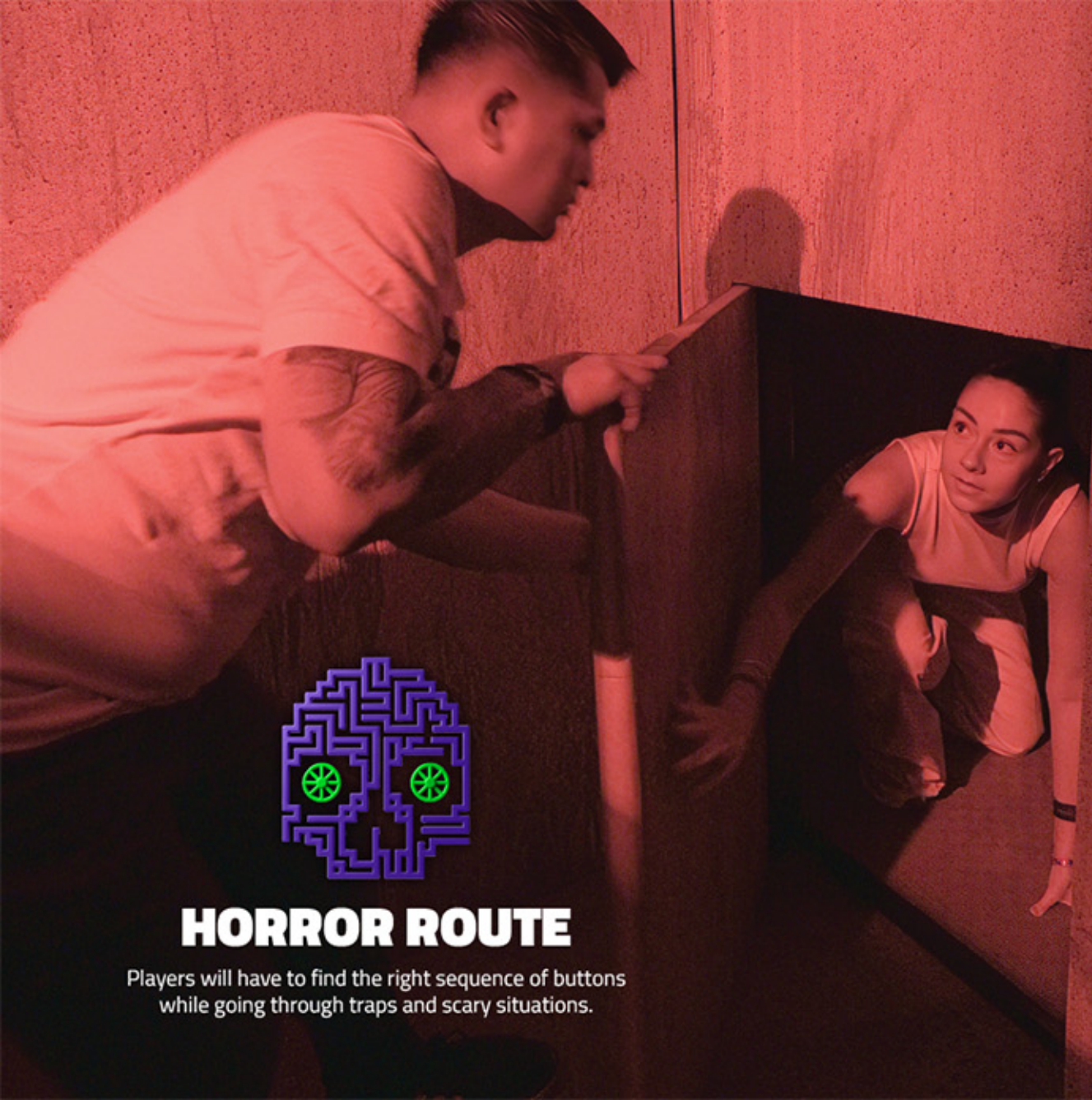
In this room, the sounds coming from backstage have to be combined with symbols on different objects. These symbols will give the correct key to the mirror.



GHOST HUNTERS

In this room, ghosts appear everywhere, and players must eliminate them while charging their weapons.





HORROR ROUTE

Players will have to find the right sequence of buttons while going through traps and scary situations.



LAST SENSE

By following the plan on the screen, one player sits in the electric chair and guides the others to place the gears in the correct positions.



WHAT'S INCLUDED

- Designing the detailed blueprints of your available space for CUBE Challenges, with the layout, wiring, and coloring plan that you have to prepare.
- 3D Design of the available space.
- All IT, Computers, Monitors, Screens, Registration Kiosk, Access Controls for the rooms, corridors and for the reception area.
- All equipment, special constructions and decorations for the rooms and the corridors.
- All materials, components, detectors, lighting, special devices & effects for the rooms.
- Online Technical Support, manuals & Instructions.
- Guidance on location branding according to company's designs.
- Design and Decoration ideas for Indoor & Outdoor Branding
- Travel Tickets and accommodation of our installation team.
- Full Documentation of the Games.
- Main CUBE Challenges signs.
- 2000 rfid CUBE wristbands.
- Game and Electric Props.
- Main Reception Desk.
- Staff Training.

The buyer shall be solely responsible for:

- The configuration of the reception and common areas, in accordance with the seller-designer's suggestions and its corporate identity.
- The space's electrical equipment, according to the seller-designer's suggestions (wiring, lights, speakers).
- Painting the walls, as required by the seller-designer.
- The configuration of the room entrances and exits, windows and the space's wall construction in general.
- The business's Internet connection.
- The operation of a system for remote access to the software.
- The transportation of equipment delivered by the designer within the buyer's business.



SUGGESTED PREMISES

Minimum 450-600m² for 20 Challenge Rooms

450m²

- ▶ Ideal for 20 challenge rooms plus corridors
- ▶ Average rooms space: 25m²

150m²

- ▶ Reception
- ▶ Registration area
- ▶ Locker rooms
- ▶ Briefing room
- ▶ WC



WHAT'S INCLUDED

Detailed blueprints including:

- Layout
- Wiring
- Coloring plan
- Reinforcements
- Doors and Details
- 3D Design of the available space.
- All IT, Computers, Monitors, Screens, Registration Kiosks, Access Controls, for the rooms, corridors and reception area.
- All equipment, special constructions and decorations for the rooms and corridors.
- All materials, components, detectors, lighting, special devices & effects for the rooms.
- Online Technical Support, manuals & Instructions.
- Guidance on location branding according to company's designs.
- Design and Decoration ideas for Indoor & Outdoor Branding
- Travel Tickets and accommodation of our installation team.
- Full Documentation of the Games.
- Main CUBE Challenges signs.
- 2000 rfid CUBE wristbands.
- Game and Electric Props.
- Staff Training.



The buyer shall be solely responsible for:

- The partition Walls (buildout) in accordance with the seller-designer's suggestions and its corporate identity.
- The space's electrical equipment, according to the seller-designer's suggestions (wiring, lights, speakers).
- Painting the walls, as required by the seller-designer.
- The business's Internet connection.
- The transportation of equipment delivered by the designer within the buyer's business.
- Any services required by local authorities.

Optionally CUBE Challenges Team can take over:

- The Partition Walls buildout (configuration).
- The Wiring of the place (still basic power/network cables needed).
- The painting of the areas.

CUBE Arena concept does not require from the buyer

- Doors to be installed.
- Ceilings to be built.
- Services (sprinklers/fire alarm system/HVAC) to be brought in every single challenge room.

IDEAL FOR HOTELS & RESORTS

The CUBE Challenges Arena's open-space format is **uniquely suited** to hotel and resort entertainment zones, fitting naturally into existing indoor leisure areas.

CUBE Challenges Arena is already **live** in hotel and resort entertainment zones today, giving guests a **high-energy, highly replayable** activity right on property.



SUGGESTED PREMISES

Minimum 300-450m² for 15 Challenge Rooms

300m²

- ▶ Ideal for 15 challenge rooms plus corridors

- ▶ Average rooms space: 25m²

150m²

- ▶ Reception
- ▶ Registration area
- ▶ Locker rooms
- ▶ Briefing room
- ▶ WC



SAFETY FIRST

CUBE Challenges are structured in order to meet all the safety rules & make the experience unique for the players

More specifically:

- ✓ In all activities where it is required, we install protective foam layers (2-10cm thick).
- ✓ All game constructions are self supported.
- ✓ In all surfaces or corners where it is required, we install rubber protective corners (2cm thick).
- ✓ Protective Mattresses are fireproof classified.
- ✓ All mechanisms are powered by low voltage wires (12-24V).
- ✓ Players are able to abandon any challenge room at any time during the game. Moreover, in case of a power outage, all the rooms' doors are automatically unlocked.

PREPERATION PROCEDURE



CUSTOM-MADE STORE BRANDING

We design and create tailor-made branding for each store. We also offer a wide range of complementary decorative products such as frontdesks, fully branded common areas, illuminated gates, neon and metallic signs, waiting area games and corridor thematic areas and decoration.



MARKETING SERVICES

Joining the **CUBE Challenges** brand, you will be provided with impeccable **IT & dedicated artwork support**. A complete marketing and promotional plan will be agreed upon for launching the new product in your local community.

All your marketing and promotional needs will be covered by our design department. Your association with us will immediately grant you access to marketing kits. Our team will be available anytime according to our global marketing standards. Likewise, all your demands regarding web support will be covered by our web development department.



graphics
& design



web & software
development



social media
& online ads



MERCHANDISING

Give your customers a chance to take a bit of CUBE happiness home with our merch! We offer a wide array of products such as t-shirts, lanyards, hats, mugs, keychains etc. We design and produce unique products that represent our brand and spread the CUBE attitude all over town!





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