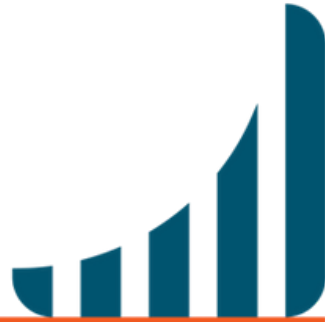




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MEMBER TALK – JUNE 2023

MEMBER TALK WITH **ALEXANDER HELLER** FOUNDER & CEO, HYPERSPACE



FUTURE FORWARD ENTERTAINMENT

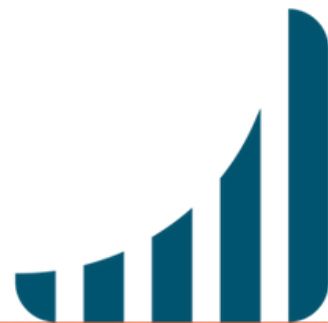
This Dubai based future forward entertainment company called HyperSpace is strategically building a new format of location-based entertainment integrating physical and digital entertainment, creating highly tech enabled immersive experience parks.

“Our parks sit at the convergence of social media arena and real-world video game, engaging audience meaningfully through an IRL physical experience, digital engagement and gameplay,” stated Alexander Heller, Founder & CEO, HyperSpace during an exclusive Q&A with MENALAC.

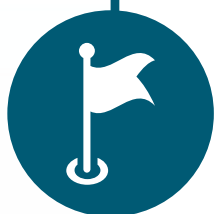


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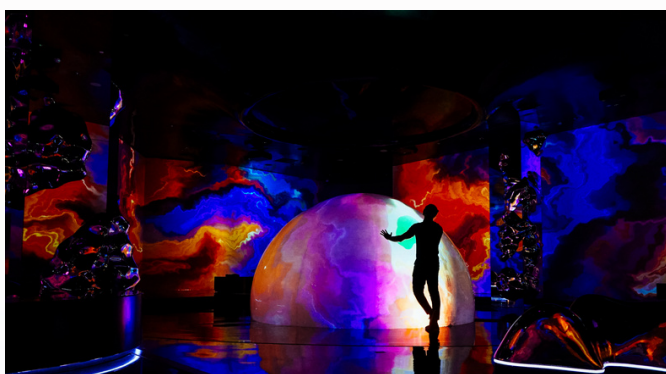


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Let's start with some of your biggest milestones over the past 12 months.

Alexander Heller: Without question the biggest milestone HyperSpace has achieved over the past 12 months is the opening of our first entertainment attraction AYA. The transition from being a pre-proof-of-concept, pre-revenue business to effectively showcasing and discussing an idea of the future of entertainment to investors and partners to then transitioning to an actual operator and functional business is a massive milestone for us.



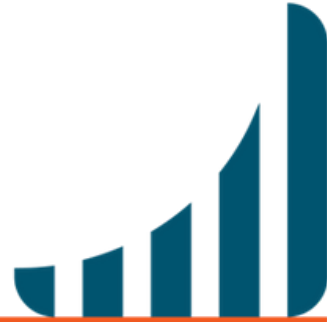
Being at the intersection of entertainment and technology how do you see an integration of both worlds?

Alexander Heller: When I look at entertainment and the intersection it has with technology, I look at mass consumer technology such as gaming, social media, mobile gaming AR as opportunities to bring the variety of sentiments, strategies and tactics, which we engage with in the digital world into the physical front-end through the future of location-based entertainment attractions we are building at HyperSpace.



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What are some of the biggest creative and tech-driven innovations that are enhancing the world of entertainment?

Alexander Heller: Undoubtedly some of the most exciting innovations in the entertainment space have to do with the integration of digital assets and gaming environments into the physical world. I think that the introduction of AR as a mass consumer product into entertainment, future of retail, loyalty, gamification of retail is perhaps the most innovative and exciting subsection of technology moving into entertainment today.



Are there certain pitfalls/challenges given that tech investments always come with an expected ROI (return on investment)?

Alexander Heller: There are many benefits to building a company in a venture backed space. Undeniably building the future of entertainment sits somewhere between building a traditional business, as we are generally high cash flow, profit first type businesses which is not the general trend in the more tech investment space. However, coming from the venture backed system keeps the company really focused on driving innovation and growth and so I wouldn't categorise those as pitfalls or challenges but more as a certain strategic vision that needs to be applied towards building a company like HyperSpace in our environment along with our investors.





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Please share with us an example of a futuristic entertainment venue that truly inspired you.

Alexander Heller: I have always been inspired by teamLab, Japan as I'm genuinely interested in the Japanese culture and I feel that the 'fine arts meet technology' experiences that they brought to market, really starting with their initial art exhibitions in 2013, 2014 and 2015 and then with the launch of Borderless in 2018 really brought a great product to market.

Looking forward, according to you what will the future of entertainment look like?

Alexander Heller: The future of physical location-based entertainment will start looking consistently more like digital and gaming environments. They will really be run on the same sort of game economies, incentive loops and loyalty systems that the digital world is run on and will bring those into the physical front-end; therein effectively creating physical gaming environments and physical content creation platforms as the future of entertainment unified strategy.

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