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Attraktion! introduces Playblaster: A versatile interactive device for Dark Rides and Media-Based Attractions

Designed to put the experience directly into guest's hands, Playblaster can be integrated into Attraktion! attractions or third-party ride systems.

Vienna, Austria – 10 September 2026 – Global media-based attractions creator and immersive experience technology provider Attraktion! is proud to announce the launch of Playblaster, a versatile interactive device developed for dark rides, immersive attractions, arcade-style games and custom media-based experiences.

Turning passive audiences into active participants, Playblaster gives players an intuitive way to aim, trigger game functions, collect points and interact with digital or physical targets. The device supports a more active guest experience and helps operators add competition, replay value and stronger audience engagement to media-based attractions.

Playblaster combines interactive gameplay with multi-sensory player feedback, including a score display, integrated speaker, programmable LED effects, vibration module and responsive trigger. It is available in two versions: Playblaster Link, a wired solution for secure attraction integration, and Playblaster Air, a battery-powered version offering greater freedom of movement for up to 10 hours without charging.

Attraktion! CEO Markus Beyr explains: "What makes the system unique is its use of cutting-edge technologies, allowing seamless, low-cost hardware and software integration into any kind of projected or LED environment, from domes and 360-degree venues to individual screens, all using one platform and a single server. This level of integration is not achievable by any other system currently on the market and is combined with a more precise shooting target system than we have seen to date."

The system can be used across a wide range of attraction formats, including Circulum 360, interactive dark rides, standalone arcade-style games and fully customised attractions. In addition to Attraktion!'s own attraction portfolio, Playblaster can also be supplied as a standalone device solution for third-party dark ride manufacturers, attraction developers and system integrators who require reliable interactive hardware for their own ride systems or media environments.

Playblaster is designed for easy integration into interactive content workflows. Ready-to-use plugins for Unity and Unreal Engine allow the device to connect with games, attractions and custom applications. Attraktion!'s in-house team can also develop interactive content, from ready-to-license games to fully customised experiences based on a venue, story, brand or IP.

Beyond the standard device shape, Playblaster can be adapted to different creative themes and attraction concepts. The system can be designed as a futuristic blaster, camera-style controller, fantasy wand or other custom object, helping the interaction device become part of the story world rather than only a technical input tool.

Attraktion! will present its latest media-based attraction developments at **IAAPA Expo Europe 2026** in London, **booth S2737**. Meetings can be scheduled here:

<https://calendly.com/attraktion/iaapa-europe-2026>

About Attraktion!

Attraktion! is an international creator and supplier of innovative media-based attractions and immersive technology solutions for the amusement and leisure industry. The company develops globally unique ride formats and immersive experiences that combine attraction design, media production, show technology and interactivity. Attraktion! also owns and operates Immersium: Wien, an immersive museum and family destination in Vienna, Austria, which serves as a permanent showcase for immersive storytelling, themed environments and media-based visitor experiences. For more information about Immersium: Wien, visit www.immersium.com.

Attraktion!'s attractions have received international recognition, including for Hypersphere 360 at SeaWorld Abu Dhabi, which was honored with IAAPA's Impact Award, the Blooloop Innovation Award for World's Most Immersive Attraction, the Park World Excellence Award for Best Media-Based Attraction and further industry distinctions.

In 2026, Attraktion! is shortlisted for Best Supplier at the Park World Excellence Awards, while FlyXD and Circulum 360 Interactive are both shortlisted for Innovation Rides, Games, Shows. Circulum 360 Interactive is also shortlisted for Best Dark Ride, and Querion Hypermedia Entertainment Park for Best FEC.

For more information, visit www.attraktion.com

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