



News Release

Cruden to unveil two new full motion, interactive racing simulators at IAAPA Attractions Expo 2009

Latest generation, more cost-effective Hexatech motion simulator gains a three-seater (3CTR) version to bring the ultimate motorsport experience to even more attraction guests

AMSTERDAM – Cruden B.V. – the world’s leading designer and manufacturer of interactive motion-based racing simulators – is to reveal its all-new racing simulator at the IAAPA Attractions Expo (November 16th – 20th, 2009; Las Vegas Convention Center). The renowned Hexatech full motion system is completely redesigned for even more accurate simulation of real racing cars, easier access and lower purchase and operational costs. For the first time, it is now also available as a three seater (3CTR), promising attraction operators higher throughput, increased revenue and access to new customer groups, compared to its predecessor.

“By launching two exciting new products at what will be our 8th year exhibiting at IAAPA, Cruden is demonstrating its commitment to the global attractions market, where our sales continue to grow” says Frank Kalff, commercial director at Cruden. “We firmly believe that extreme reality is the most compelling fantasy and with the 3CTR, this is no longer confined to the simulator driver. I invite anyone who thinks they know what ‘simulation’ and ‘interaction’ means in the entertainment context to come and visit the Cruden stand and experience our simulators.”

Cruden's 3CTR simulator is a coup for the attractions industry. Based on the new Hexatech simulator, passengers sit either side of the driver and get to experience the ride as a group. It is thought to be the first entertainment simulator ever to combine guest-led interaction and a passive ride experience.

Both the new Hexatech and 3CTR simulators benefit from Cruden's latest developments in motion science for optimum realism and force feedback, led by its ongoing work with international motorsport and automotive customers. Driver and passenger seating is recessed into the simulator's new motion system, as opposed to sitting on top of it, which has allowed the 'motion envelope' to be increased to make occupants part of the motion, providing a more encapsulated feeling and intense experience. Three 42 inch screens (was 30 inch) are now purpose-built in-house for a sleeker design and to make the state-of-the-art graphics absorb considerably more of the occupants' view. The simulator's spectator view, which can be projected onto nearby screens or walls, entices bystanders and queuing guests.

Efficiencies to lower costs

The new Hexatech simulator has been designed with fewer parts which add to its already impressive robustness and durability credentials and make it cheaper to buy. The cost of powering the efficient electromechanical system been reduced with clever KERS energy storage technology, better known for its application in Formula One. Cruden's new 'Race Manager' software will save operator and handover time by allowing for the preparation of the next occupant(s) while the simulator is running. The software also interfaces with online reservation systems, meaning guests can plan their race equipment, track, start time and duration ahead of time.

Cruden will be exhibiting at booth 5100 in the South Hall, Level 2.

About Cruden


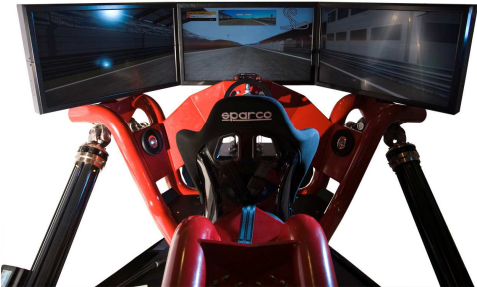
Cruden is the world's leading designer and manufacturer of interactive, motion-based racing simulators. The company develops the most high tech, realistic and accurate professional equipment for the top levels of international motorsport, including Formula 1, as well as vehicle manufacturers and their suppliers. The same package is then made available to the global entertainment market and to private individuals to create a motorsport experience which simply does not compare with 'games' machines on the market. Cruden's heritage is in the development of professional simulators for the aerospace, marine and automotive industries. Originating from Fokker Aircraft Company, the company was FCS Racing Simulation before becoming Cruden in 2006.

www.cruden.com

Note to editors

Members of the media that would like to reserve a demonstration slot in the new Hexatech simulator while at the IAAPA Attractions Expo should contact Claire Dumbreck (contact details below).

Pictures

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