

# Experiential Marketing & Entertainment Solutions

The logo for HYPER STIMULATOR is centered within a light blue rounded rectangle. The word "HYPER" is in large, bold, red capital letters with a white outline. Below it, the word "STIMULATOR" is in smaller, bold, yellow capital letters with a black outline. A white diamond shape is positioned behind the text, with its top point at the top of the "HYPER" text and its bottom point at the bottom of the "STIMULATOR" text.

**HYPER**  
**STIMULATOR**

*The World's Best  
Racing Car Simulator!*

# Experiential Marketing



Delivering a fully immersive, sensual experience, and locking in emotionally positive memories that are associated with a brand.  
This multi-sensory experiential approach out-performs the connections offered by visual and audio-only mediums



# Total Immersion

Hamilton



Vettel



Webber



Fittapaldi

The world's best racing car simulators! Ask the pros...  
Portable, mobile, realistic, high branding effect





# Where?



Retail properties – Malls



Public spaces



Auto dealerships



At racing circuits – Corporate Functions



Private parties



# Our Technology

Cockpit simulators



Custom conversions



Fully themed setups



Full size simulators or show cars



"Pit Stop" tire change competition cars



Full size simulators or show cars

# Customer Care



All simulators are attended by a trained Hyper Stimulator operator to ensure smooth operation over the course of the event, and your guest has the best simulated racing experience possible



# The Experience



Irrespective of individual's talent or previous experiences, our goal remains the same: to insure that all of our guests drive at the edge of their ability, get the maximum thrill from the experience, realize aspirations and look forward to coming back for more. We succeed by carefully selecting cars and tracks that are a fit for each client, setting up the cars with the appropriate level of driving assistance, and as a result of one on one instruction.

# How we work

1

Analyze



- Understand the brand core values, event theme and target consumer .
- Determine the right combination of cars, tracks and competition configurations for the event.

2

Design



- Help plan and design the event space layout
- Insure the brand products are well represented in the space. Events should not occur in a silo. Events should incorporate as many marketing disciplines as possible
- Advise on policy (drive times, ticketing, ways to insure short wait times)

3

Execute



- Create custom simulators for the event and custom cars within the software – determine the right style and combination of logo placement.
- Create banners and billboards around the track(s) with brand livery and locate over-the-track banners in strategic locations



# How we work

4

Stimulate



- Start with an orientation that builds customer anticipation
- One on one driver training for those guests who require it
- Have staff capable of discussing the vehicle, the circuit, or racing history to engage with the customer and connect the brand and its core values to the activity

5

Immerse



- Make sure the customer can achieve some early success
- Train / cheerlead
- Point out the strategic location of over-the-track banners at key braking points

6

Take viral



- Get a celebrity or pro driver to use the machines, take pictures and videos with guests, post online for download and sharing
- Capture lap time data and post it to leader and honor boards on Facebook and the brand homepage
- Use branded YouTube channels, Twitter profiles, and iPhone apps for ongoing campaigns

# Some of our Clients



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# Luxury Boutiques





# VIP Parties - Racing Competitions

## M-AUTO NIGHT FERRARI PREMIUM PARTY





# Product Launches – Exhibitions - Shows



F1 driver Adrian Sutil (above)  
Germany: GAMESCOM 2010

Codemasters global introduction of F1 2010 software



# Hyper Stimulator Family of Drivers

Fabian Coulthard



Shane Van Gisbergen



Garth Tander



Mark Winterbottom



Will Davison



Jason Bright



Russell Ingall



Tony D'Alberty



Tom Grech



Ash Walsh



Chaz Mostert



Richie Stanaway - NZ



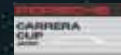
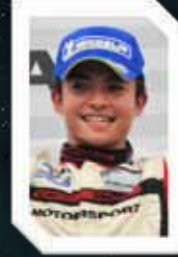
Mitch Evans - NZ



Andre Heimgartner - NZ



Hideto Yasuoka



Luke Youlden



"With on track testing in the V8 Supercar Championship limited to only 4 days per season, any chance to keep critical hand-eye co-ordination in the Hyper Stimulator is a great advantage." - *Garth Tander HRT*

"My Hyper Stimulator is ideal for getting me in the same competitive mental zone as the real thing and helps me work on being at my best under pressure." - *Will Davison FPR*

"I use my Hyper Stimulator as a serious training tool, helping develop mental concentration and race craft." - *Mark Winterbottom FPR*



# Airports “air-side” setups - Casinos



# Software Customization

Software startup screen



Software loading screen



Software main screen



Track loading screens



Strategically located on-track banners



Custom vehicles



# Contact us



*The World's Best  
Racing Car Simulator!*

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