



XIST ARENA

Unleash the experience



TRANSFORM YOUR SPACE INTO INFINITE POSSIBILITY

Forget real life – this is better. XIST Arena is the free-roam VR system you've been waiting for.

Exhilarating original games, effortless operation, and truly cost-effective for both venue operators and players, XIST is the location-based entertainment solution that gets customers coming back again and again.

So dial up the immersion, lower the cost and relish the ease: it's time to unleash the experience.



UNDERSTANDING THE MARKET: THE FUTURE IS IN PLAY

Gaming is a massive global industry – and it’s growing exponentially. In a special report, The Economist points to the ever-increasing rise in the popularity of gaming, with global consumer spending in the gaming industry expected to reach \$200 billion dollars by 2026* – far outstripping other forms of popular media such as cinema or streaming services like Netflix.

At the same time, location-based entertainment is surging – the market size was estimated at \$5.63bn in 2024 and is expected to grow at a CAGR of 28.5% from 2025 to 2030**. What’s more, market research from Polaris shows that it’s the increasing demand for Advanced Visual Effects (VFX) and virtual reality (VR) headsets that’s driving the market growth across the globe – supported by increased investment into technological innovation^.

Together, gaming and VR offer a huge opportunity for venue operators to deliver what consumers demand. **So how can you harness it?**

\$185^{bn}

*Consumer spend
on games in 2023**

3.2^{bn}

*People played games
in 2022**

9/10

*16-24 year olds
play games in the
UK**

50%

*Of 55-64 years
old play games
globally**

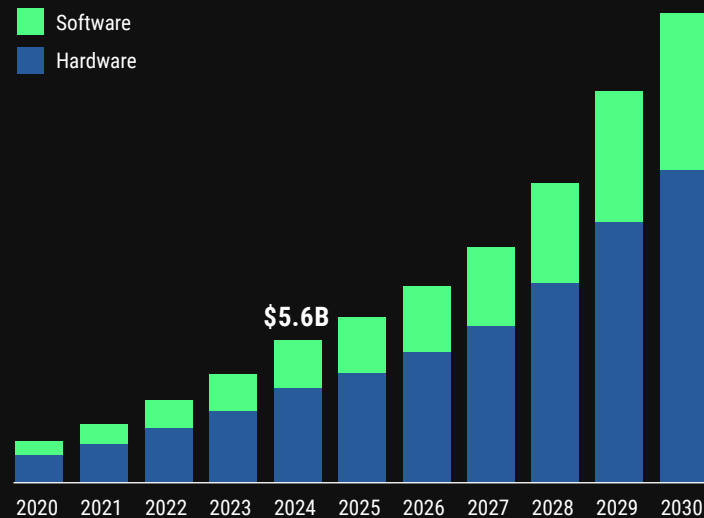
\$2.4^{bn}

Expected VR gaming revenue in 2024^^

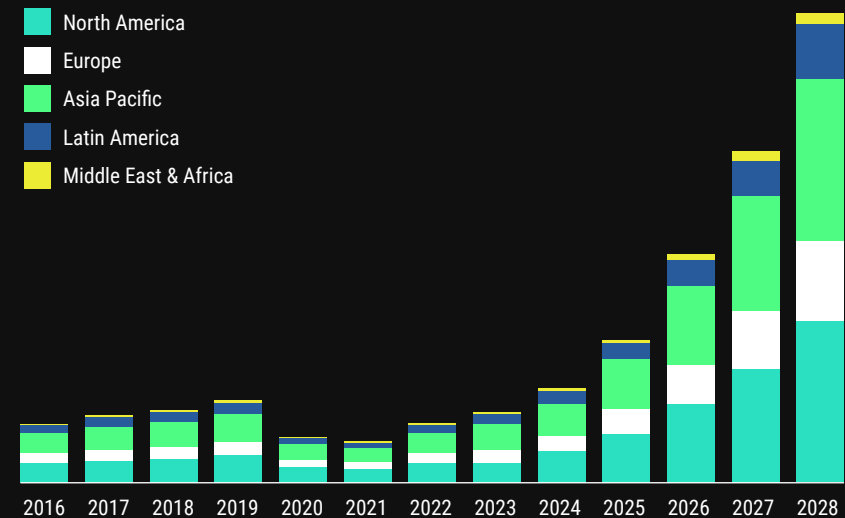
Games [are] a way for people to meet one another and spend time together socially.

John Hanke, Chief Executive, Niantic

LOCATION-BASED ENTERTAINMENT MARKET SIZE, BY COMPONENT, 2020-2030 (US BILLION)



LOCATION-BASED ENTERTAINMENT MARKET SIZE, BY REGION, 2016-2028 (US BILLION)



Sources:

* The Economist, March 25th 2023

** Grand View Research: <https://www.grandviewresearch.com/industry-analysis/location-based-entertainment-market>

^^ Tech Jury: <https://techjury.net/blog/virtual-reality-statistics/#gref>

^ Polaris Market Research: <https://www.polarismarketresearch.com/industry-analysis/location-based-entertainment-market>

FREE-ROAM VR - IMMERSIVE GAMING ON LOCATION



The emerging free-roam VR industry seeks to harness the potential of both the gaming market and the growing demand for location-based entertainment.

It enables customers to experience a more immersive, collaborative side of VR gaming – where players can move freely around a venue, with the ability to see, talk to, and play with or against others in the same physical (and virtual) space.

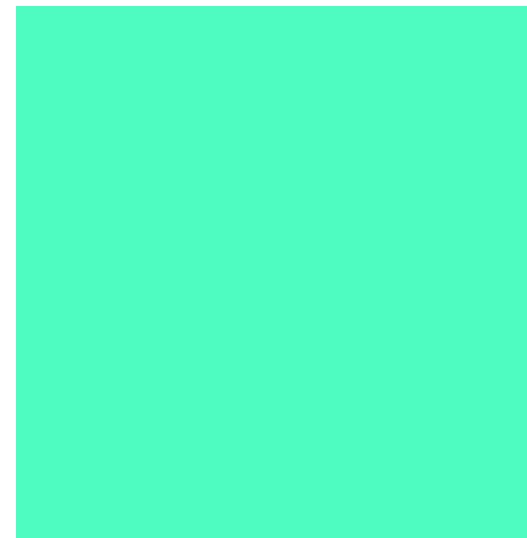
It sounds great – and it should be.

SO WHAT'S THE PROBLEM?

The free-roam VR industry is in its infancy. With only a limited number of suppliers currently on the market, the quality and cost of the few solutions available vary drastically. Venue operators are faced with a choice: pay hundreds of thousands of pounds on a high-end experience and risk slow ROI; or buy cheaper systems with only limited capabilities and poor immersion.

There's no solution that offers premium story-driven games at a price point that's cost-effective for both business operators and paying customers.

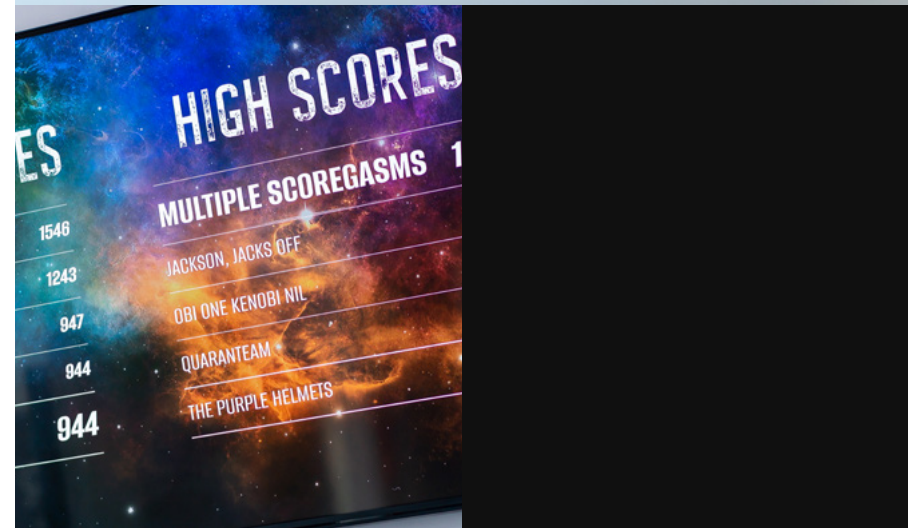
UNTIL NOW.



INTRODUCING XIST

The XIST Arena turns a set space into a whole new reality, enabling you to connect to audiences with fully immersive, high-impact experiences – and help grow revenue.

Powered by our bespoke XIST immersive technology platform, the VR arena was devised and built by the Infinite Form team after years of creating bespoke, boundary-pushing client experiences. Driven by a library of original content and designed to be practical, easy and cost-effective for venue operators, the XIST Arena delivers refreshable, gripping VR experiences that get people coming back again and again.





OFFER EXCLUSIVE GAMES

From mind-bending escape experiences, to horror narratives that chill the soul, to family-friendly fast-paced challenges, every XIST Arena game is original, unique and exclusive to the platform.



DELIVER UNIQUE GROUP EXPERIENCES

Surround sound enables players to share the same audio while communicating freely, driving collaboration. Plus optional 4D elements such as haptics, heat and wind enhance the immersion.



ATTRACT MORE VISITORS

Each game is designed for the optimum experience with a choice of games for four to six players, enabling you to optimise ticket sales.



SCALE TO YOUR NEEDS

XIST Arena comes in two sizes – our standard 6m x 6m and XL 12m x 6m – so it can slot easily into an existing space or pop-up structure, while offering flexibility and scalability.



ENJOY COMPLETE CONTROL

The games library, software, server, gameplay data, and hardware including VR headsets and controllers are all managed through a single tablet app, while gameplay analytics give you oversight of audience behaviour.



COST-EFFECTIVE FOR FASTER ROI

XIST is designed with business in mind. Games provide a high player turnover to get multiple people through per hour, while the system supports a range of gameplay runtimes depending on your needs.

REEL IN REPEAT VISITORS

It doesn't matter how cutting-edge the technology is, it's the experience that keeps customers coming back. So at the heart of XIST is a library of exclusive original games, created from scratch by our expert team of game developers.

Fast-paced thrillers, atmospheric slow burners, terrifying, thrilling, absorbing, action-packed – our games cover the whole spectrum, taking your customers to worlds far outside the ordinary. Trust us, your players won't want to return to the real world.

WHY THE GAMES MATTER

- » High-quality content means you can **charge more for ticket prices**, accelerating ROI and profits
- » Exclusive content means **less competition** – giving your venue the edge
- » We design **scalable and flexible** titles for different spaces and budgets, including the ability to integrate 4D effects for added immersion*
- » Flexible player numbers – from 4 to 6 players per session – enable you to **maximise player numbers and ticket revenues**
- » By using environmental surround sound in the arena, players can experience virtual environment audio while being able to communicate freely with each other – **enhancing the fun** of a collaborative experience

**Subject to installation of the appropriate DMX enabled equipment*

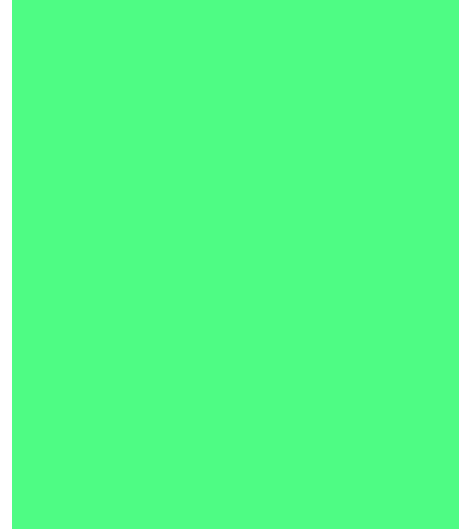




ROI MADE REALISTIC

So the games are great, but what's the business case?

At XIST, we believe a premium customer experience shouldn't come at an exorbitant cost. Our system is built to deliver swift ROI for businesses, with different levels of service to suit both your bottom line and your available space.



OPTIMAL TICKET PRICING

Our longer high-production-value titles allow you to charge a higher price for tickets, while our shorter action games are charged lower with faster player turnover – so you can optimise revenue.

HIGH PLAYER TURNOVER

Games are timed to maximise player turnover for higher revenue. For some XIST titles, you can run multiple sessions per hour with a realistic player turnover of up to 24+ players per hour.

LOW COST LICENSING FEES

We help you to maximise profits by using a cost-effective licensing and session fee model, following purchase of your system.

MAXIMUM FOOTFALL

The more players through your doors, the more money you can make. Our games flex to demand, with most titles supporting up to four players, while many can support up to six in a single session.

FLEXIBLE ARENA SIZES

Whether your venue has ample space or you're working to a limited boundary, XIST arena size starts at 6x6m space and expands to 12x6m spaces for our premium game titles.

The XIST VR arena has been a difference-maker for our party packages, the customers love it and we've seen multiple customers come back repeatedly. I see XIST as central to our company's future growth.

Vic Stott, CEO, Sector X

A person is wearing a VR headset and holding a controller. The background is a dark room with white geometric patterns on the walls. Other people are visible in the background, some also wearing VR headsets. The overall scene is dimly lit, with some blue and red lights visible.

EVERYTHING YOU NEED, MADE EASY

XIST is designed to be as easy as possible for you, so we supply everything you need from day one – whether you're looking for a permanent installation or pop-up event hire.

A FULLY SUPPORTIVE PARTNERSHIP

We will work closely with you to discuss your needs before suggesting the best solution based on your budget, available space and clientele.

For permanent or long-term installations, we will source all the hardware for you and install and set up the system at your venue on an agreed date, when we can also fully train your staff on the system operation and facilitate playtesting. You'll also have access to our standard troubleshooting service during office hours. (Emergency support is available – please talk to us about your options.)

As and when we release new games, we will add them automatically to the platform for you to launch – keeping your content fresh and exciting so your customers are keen to return.

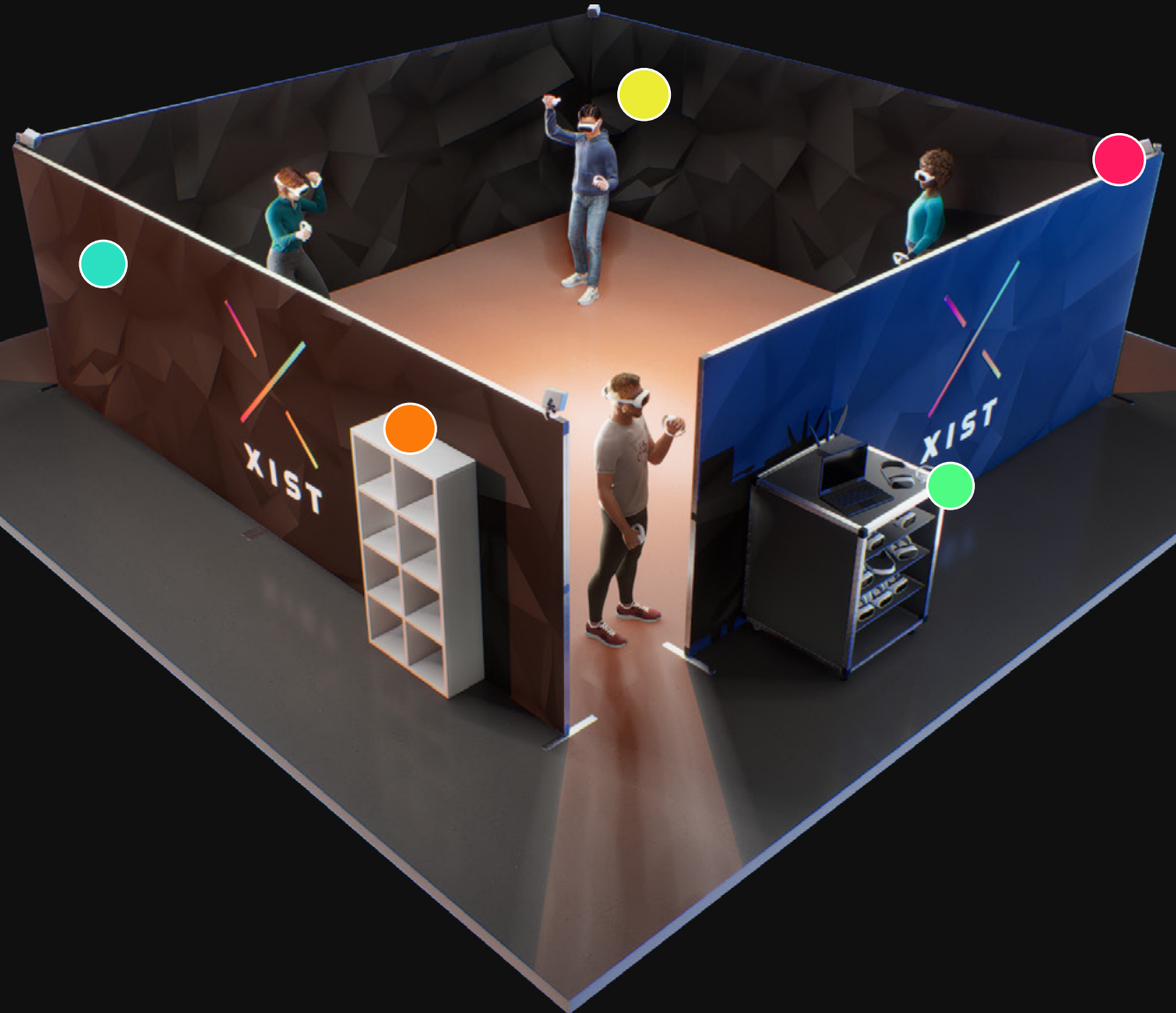
POP-UPS AND EVENT HIRE

If you're looking for a temporary entertainment solution for events and pop-ups, we can provide, install and run the system for you, depending on your needs. Please get in touch for more details.



XIST ARENA INCLUDES:

- Pico VR headsets and controllers for 6 players
- 6m x 6m or 12m x 6m pop-up arena
- Surround sound system
- Headset storage and charging
- Laptop server and optional spectator screen



DELIVER CAPTIVATING ENTERTAINMENT



BATTLEMENTS

There's treasure to collect, marauders to battle and a fearsome boss rampaging through the castle battlements. Will you beat the clock and the baddies?

Arena size: 6m x 6m

Players: 2 - 6

Average play-time: 10 minutes



**THE WARP:
EXTERMINATION**

Your team is sent in to clear the alien infestation. But these creepy beings are out for blood – you've been warned...

Arena size: 6m x 6m

Players: 2 - 4

Average play-time: 10 minutes



MECHAZONE

On a distant planet, war rages. The weapon of choice? Manned battle-mechs that wreak havoc and crush whole cities. It's time to suit up...

Arena size: 6m x 6m

Players: 2 - 4

Average play-time: 15 minutes



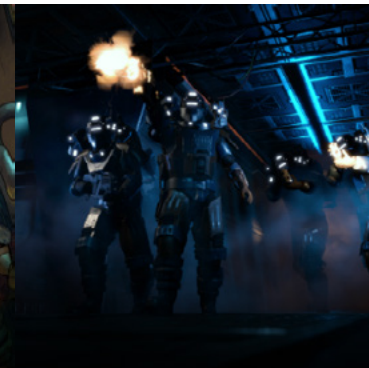
THE GHOULIES

It's an eerie Halloween night and you're dared to enter the abandoned house of a late serial killer – said to be haunted by his many victims. Can you solve the puzzles and escape?

Arena size: 6m x 6m

Players: 2 - 4

Average play-time: 15 minutes



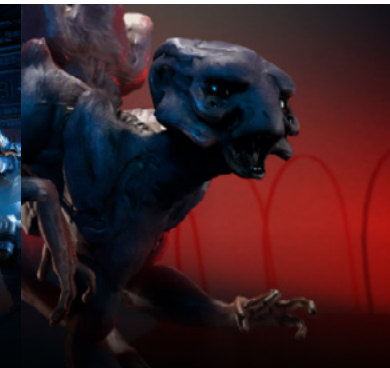
THE WARP

A space station drifts through space. No comms, no power, no sign of life. You and your crew are sent in to investigate. What will you find lurking in the darkness...?

Arena size: 12m x 6m

Players: 2 - 4

Average play-time: 25 minutes



EVE OF THE WAR

Step into the early stages of the Martian invasion and fight for your life, King and Country, inspired by HG Wells' The War of the Worlds.

Arena size: 12m x 6m


Players: 2 - 6

Average play-time: 40 minutes

THE TEAM BEHIND XIST

What if we could create a free-roam VR platform that makes VR games more fun, more affordable, and more accessible...?

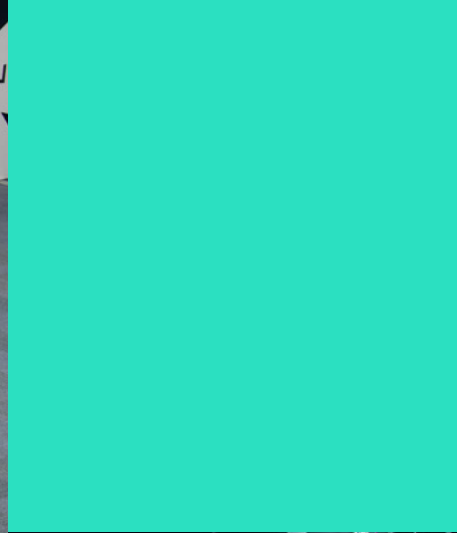
That was the question our team asked themselves back in 2018 – and XIST was born.

We are [Infinite Form](#) – an endlessly inventive creative technology studio. Since 2015, we've been making imaginative, immersive experiences for clients, brands and organisations worldwide. Our strength lies in our dauntless imagination, dedicated team, and bold use of technology to seek new answers to the endless question 'what if...?'.


Together, we've built XIST from the ground up – pushing the boundaries of immersive technology in pursuit of the optimum virtual experience. Our team is made up of technical experts, developers, game designers, storytellers and 3D artists who all bring passion, pride and personal investment to XIST.

We know our system inside out so, as our customer, you'll benefit from this dedication and skill – alongside ongoing support and technical guidance that empowers you to run your system seamlessly.





LET'S GET TALKING

Interested in finding out more?

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XIST