

**BROGENT** 智崴集團  
G A O U P





**BROGENT** 智崑集團  
G R O U P

全世界最大的飛行劇院供應商



成立時間 : 2001

董事長暨執行長 : 歐陽志宏

實收資本額 : NT\$5.57億元

員工人數 : 272人



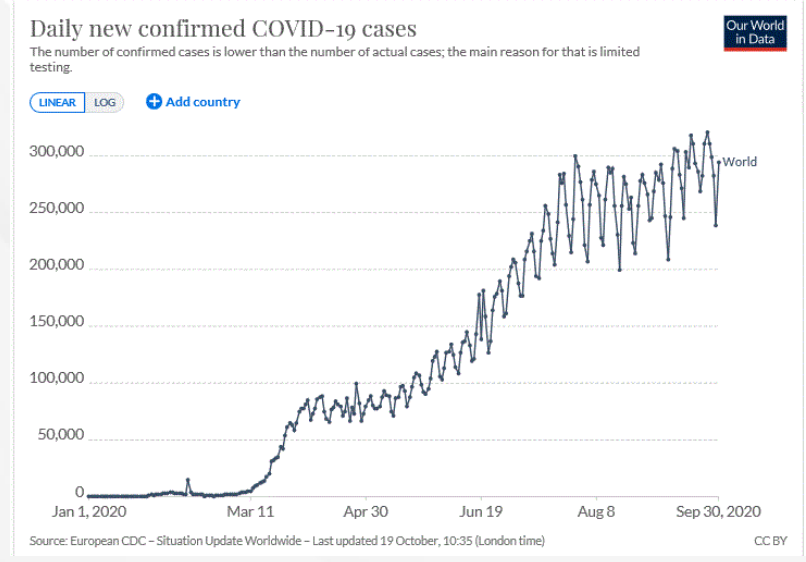
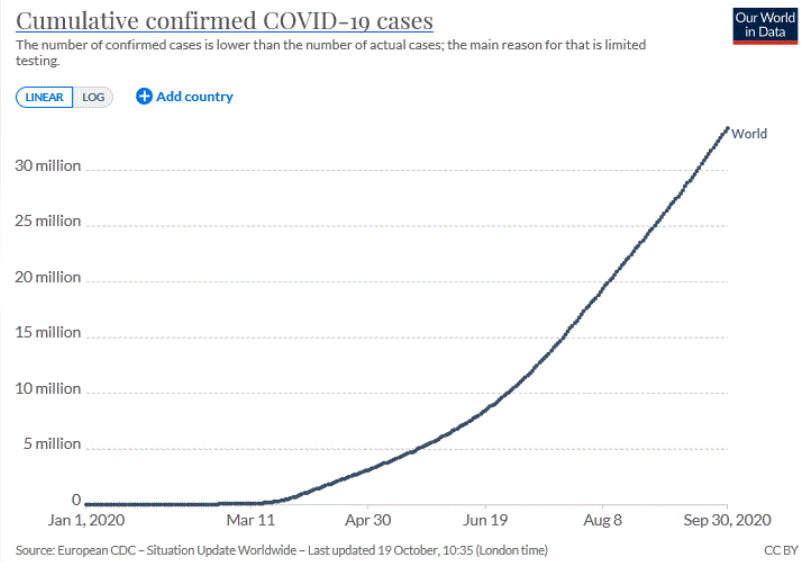
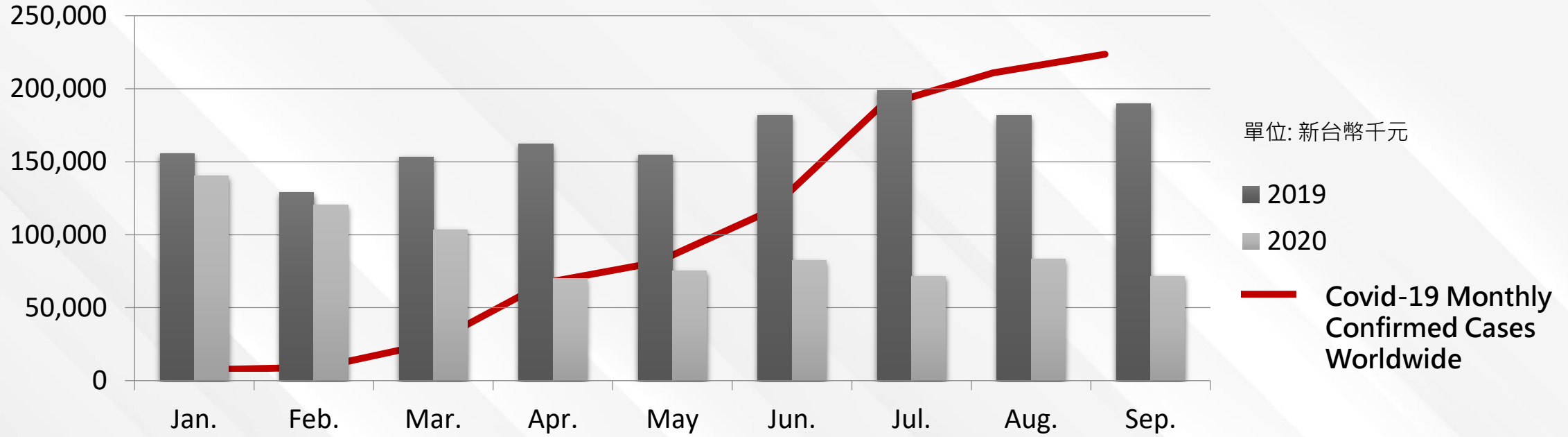
集團成員

智崑資訊科技股份有限公司

智崑全球股份有限公司

StarLite Design & Planning Ltd.(Canada)

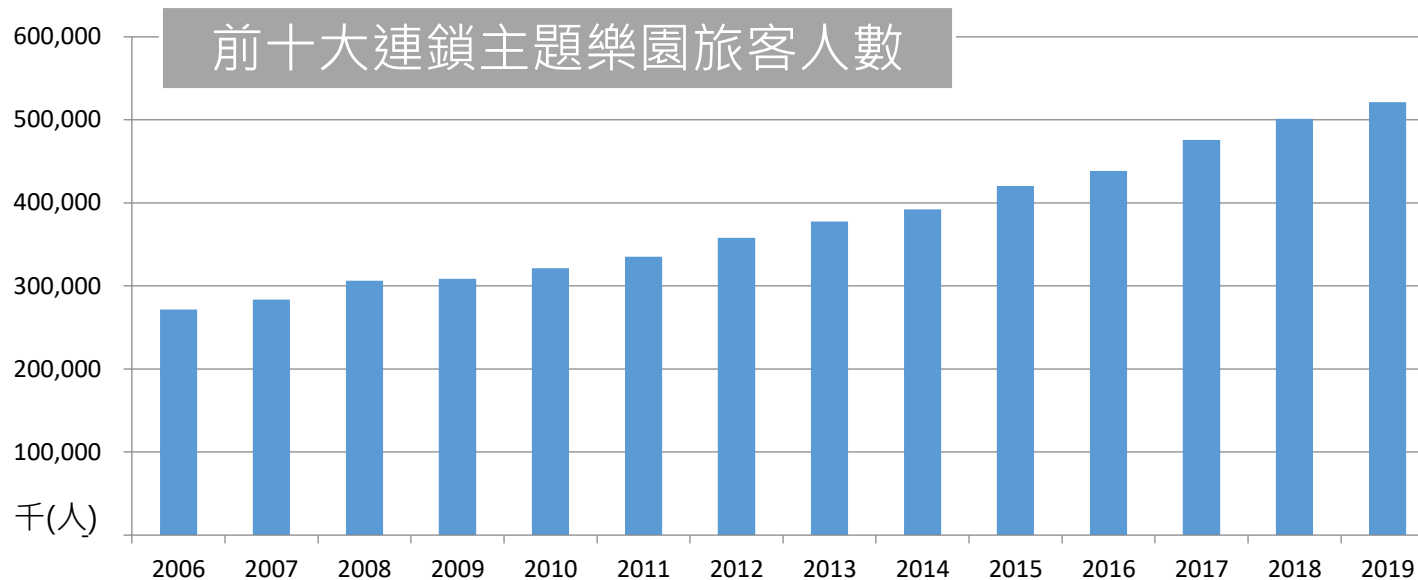
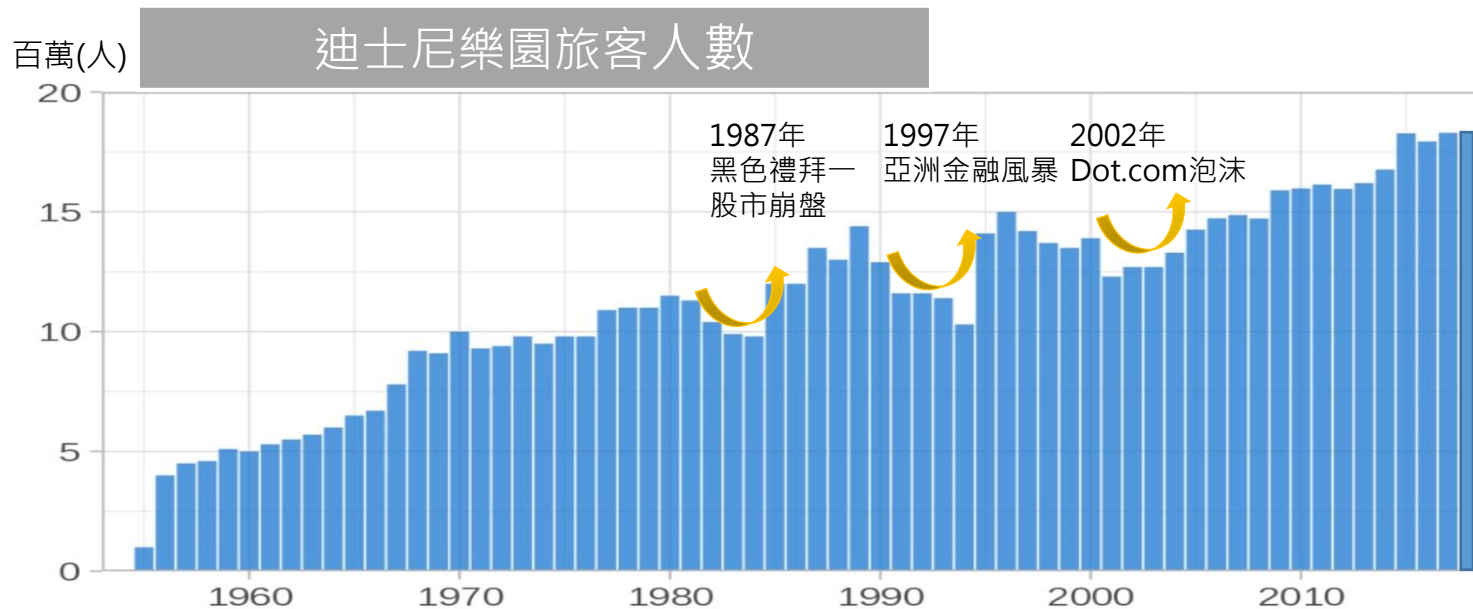
Brogent Japan Entertainment株式會社



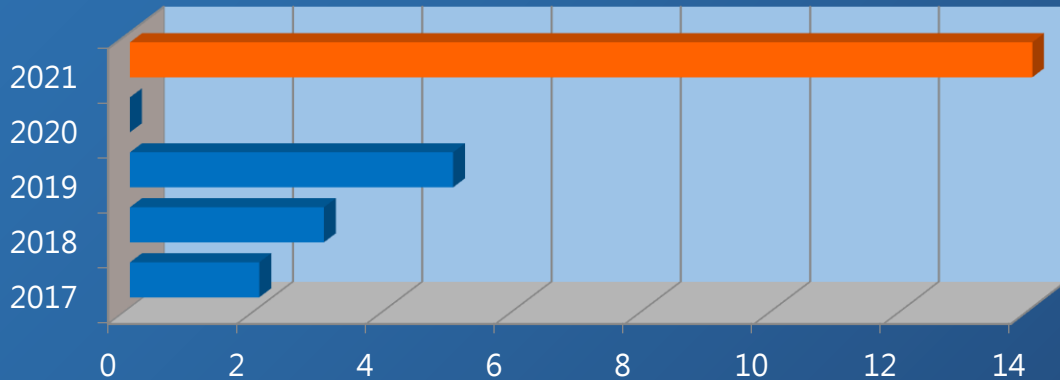
## 全球趨勢

# 娛樂產業指標

- 娛樂產業在各種環境變異下仍處於成長趨勢
- 後疫情時代謹慎樂觀



# 2017-2021 開幕專案



## 美洲

美國	i-Ride*2	Las Vegas – Viad
美國	m-Ride*2	California – 樂高樂園
美國	i-Ride	New York – 時代廣場
加拿大	i-Ride	Toronto - Viad

## 歐洲

丹麥	m-Ride	Billund – 樂高樂園
英國	m-Ride	Windsor – 樂高樂園

## 亞太

中國	v-Ride Dome	珠海 - 長隆樂園
		全球最大體感設備
	m-Ride	貴州
	i-Ride	新疆
	m-Ride*2	新疆
	v-Ride*2	新疆
	m-Ride*2	廈門
哈薩克	i-Ride	突厥斯坦
越南	v-Ride 360	富國島
日本	i-Ride	日本

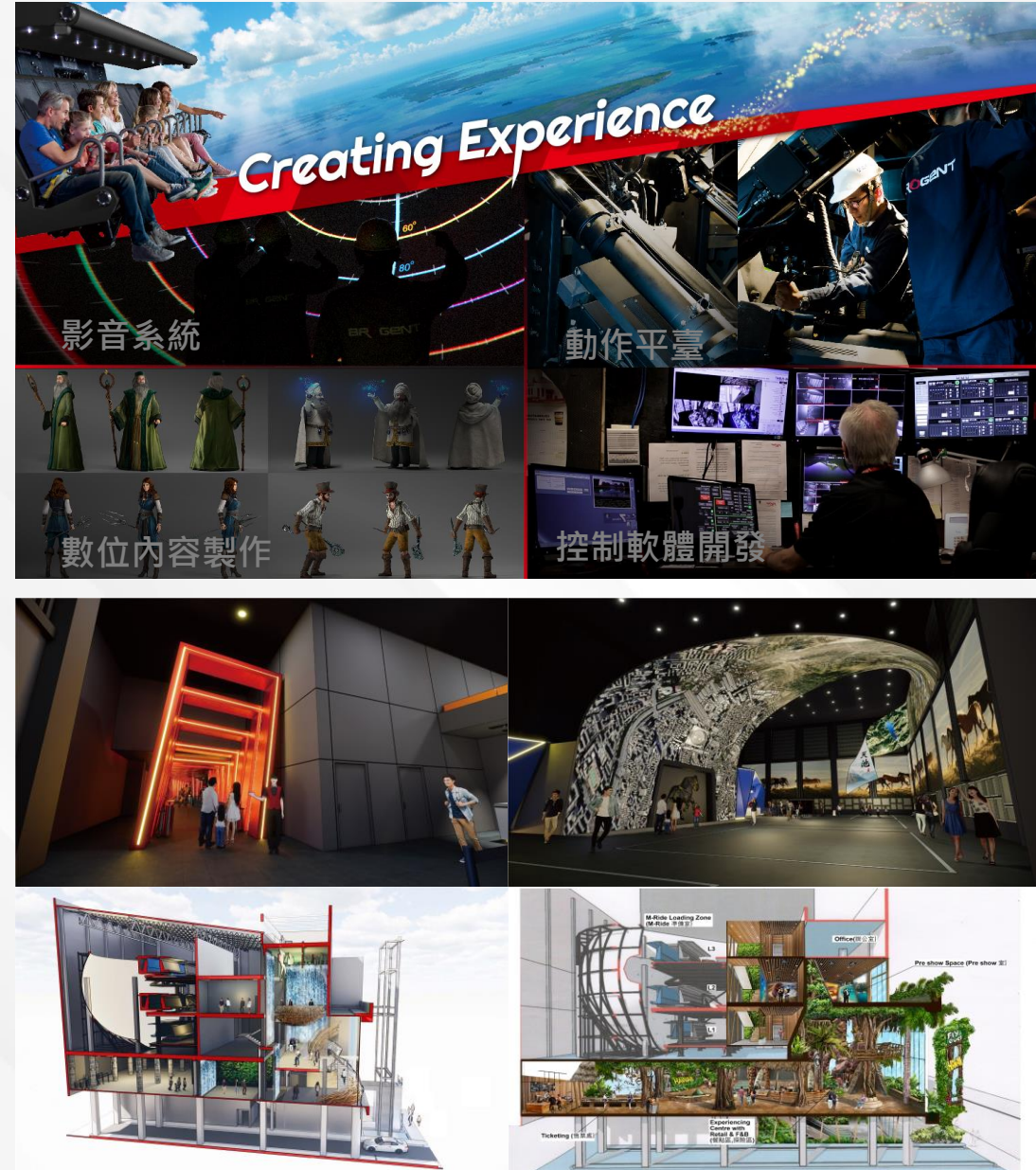
# 面對新冠肺炎 智崴的優勢與劣勢

## 優勢

- 技術優勢
- 體感產業整合全面
- 提供客製化整套方案
- 財務體質佳
- 產業鏈完整優於同業
- 客戶體質穩健

## 劣勢

- 偏重大型體感設備
- 產品長交期
- 國外客戶為主



# 面對新冠肺炎 智歲的機會與威脅

## 機會

- 娛樂產業趨勢往上
- 人追求實體娛樂需求不變
- 市場需求早於經濟復甦
- 主題樂園客群以國內旅客為大宗
- 新科技帶來新市場機會
- 後疫情市場重新洗牌

## 威脅

- 疫情未明顯控制
- 匯率影響



## 策略1

# 開發多元且具彈性之產品項目

### 提升營運動能、擴大市場規模

擴大產品線彈性  
(跨越時間跟空間)

延伸大型設備優勢  
開發小型、中小型設備  
能因應市場快速建置  
並且不佔據面積

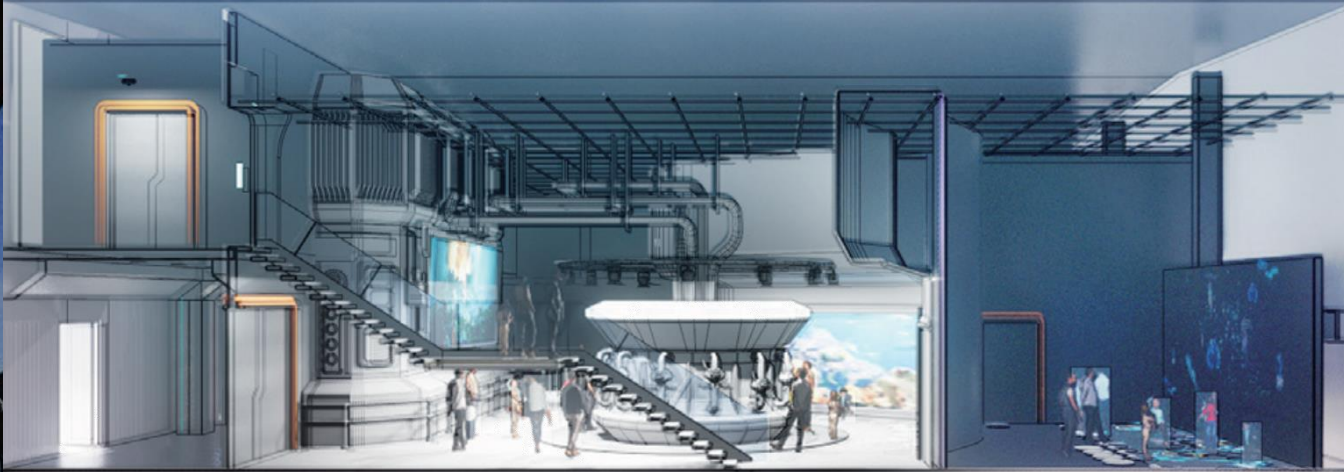


高端體感市場進軍  
市場全覆蓋  
(US\$300億元)

體感產業市場蓬勃  
除了大型設備以外之市場  
皆可包羅



# 主題規劃設計



# 影片與互動內容



# 數位博物館



# 智崴研發之小型體感設備

閃電對決  
e-Sport Simulator



賽車模擬平台  
Racing Car Simulator



飛行模擬器  
Flight Simulator





移動賽車貨櫃



N次元先鋒號



賽車模擬器






# I-RIDE

**OUTDOOR EDITION**

<i>i-Ride 70s</i>	
Capacity	70 seats
THRC	700 pph
Space Requirements	20m x 21m x 16m
Weight	248 tons
Power Supply	400V – 50/60 Hz, Three Phase Each gondola 50 KW (total 380 KW)





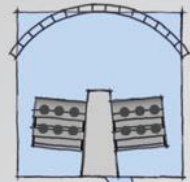






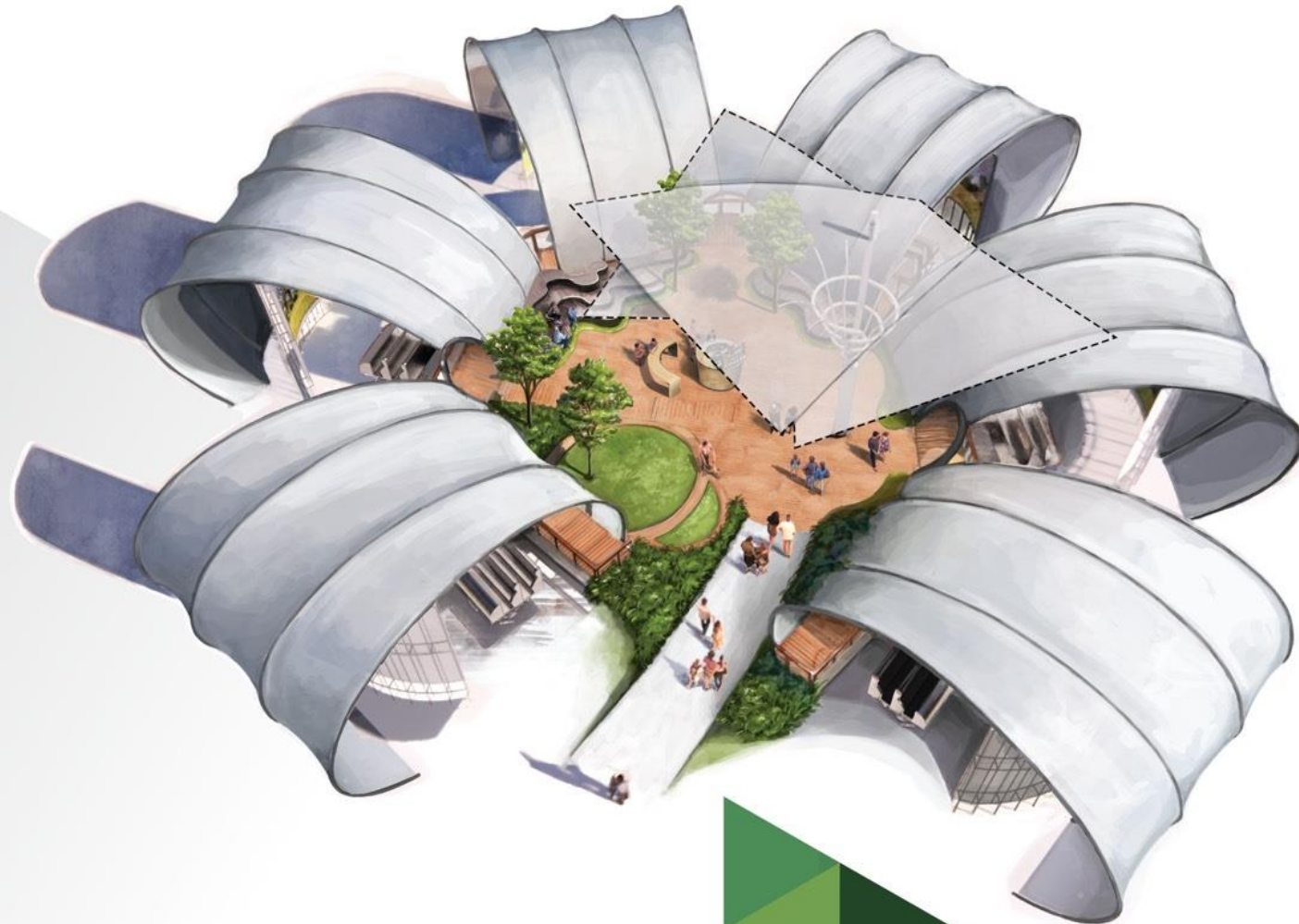
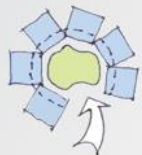
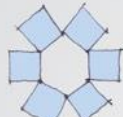
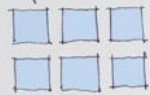
# V-RIDE

## OUTDOOR EDITION



6 seats per car  
2 cars per theater  
Total : 72 seats

Ride Capacity:  
720 persons per hour



## 策略2

# 新科技應用與研發

5G、AI、IOT

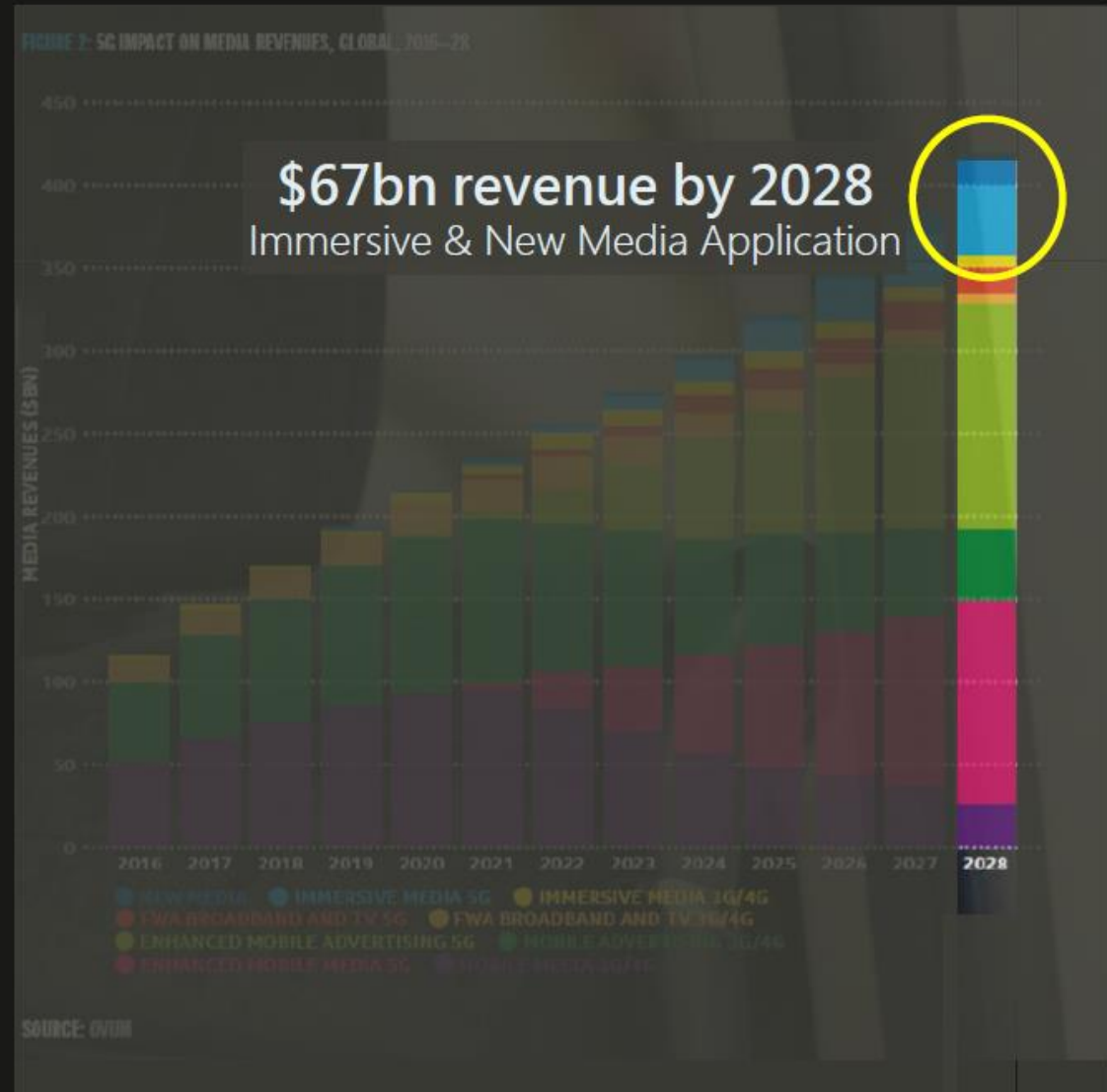
主題樂園應用



# Immersive & New Media Application Will Generate revenue of **US \$ 67bn** annually in 2028.

**Immersive media (AR,VR and cloud gaming):**  
 This corresponds to augmented reality (AR) and virtual reality content and applications, as well as cloud gaming delivered over 5G. AR, VR, and cloud gaming are not new, but 5G offers the opportunity to unlock their use to mass market level.

**New media:**  
 This corresponds to new applications that do not really exist today and that 5G will enable in the future. This includes self-driving car entertainment, 3D holographic display, and connected haptic suits among others.



# Unleash Magical Moments 5G in Theme Park Industry



More than 50 thousand visitors per day flooded in Walt Disney World's Magic Kingdom in 2019.

5G enables accuracy in crowd management , personalized entertainment design.

Multi-access Edge Computing  
(MEC)



Network Slicing



Enhanced Mobile Broadband



Ultra-Low Latency(~1MS)



Higher Capacity



# 5G in Theme Park Industry

1 Virtualized Theme Park Experience

2 Making a Believable Fantasy World

3 Crowd and Logistic Management

4 Insightful Security Management



# Virtualized Theme Park Experience



Photo by [Trey Jarell](#) on [Unsplash](#)

# Virtualized Theme Park Experience

When the Adventure Begins from Home



# Virtualized Theme Park Experience

## 5G Enhances Simulation in Reality Experiences

5G will allow for the volumetric capture of the real-world, full-body avatar creation, and virtual assistants that will serve as preference centers for simulation.

A young girl with blonde hair in a ponytail is shown in profile, looking towards the left. She is wearing a dark, futuristic costume with glowing green lights. She is interacting with a glowing green circular interface on a dark surface. The background is dark with some green and orange lighting.

# Making a Believable Fantasy World

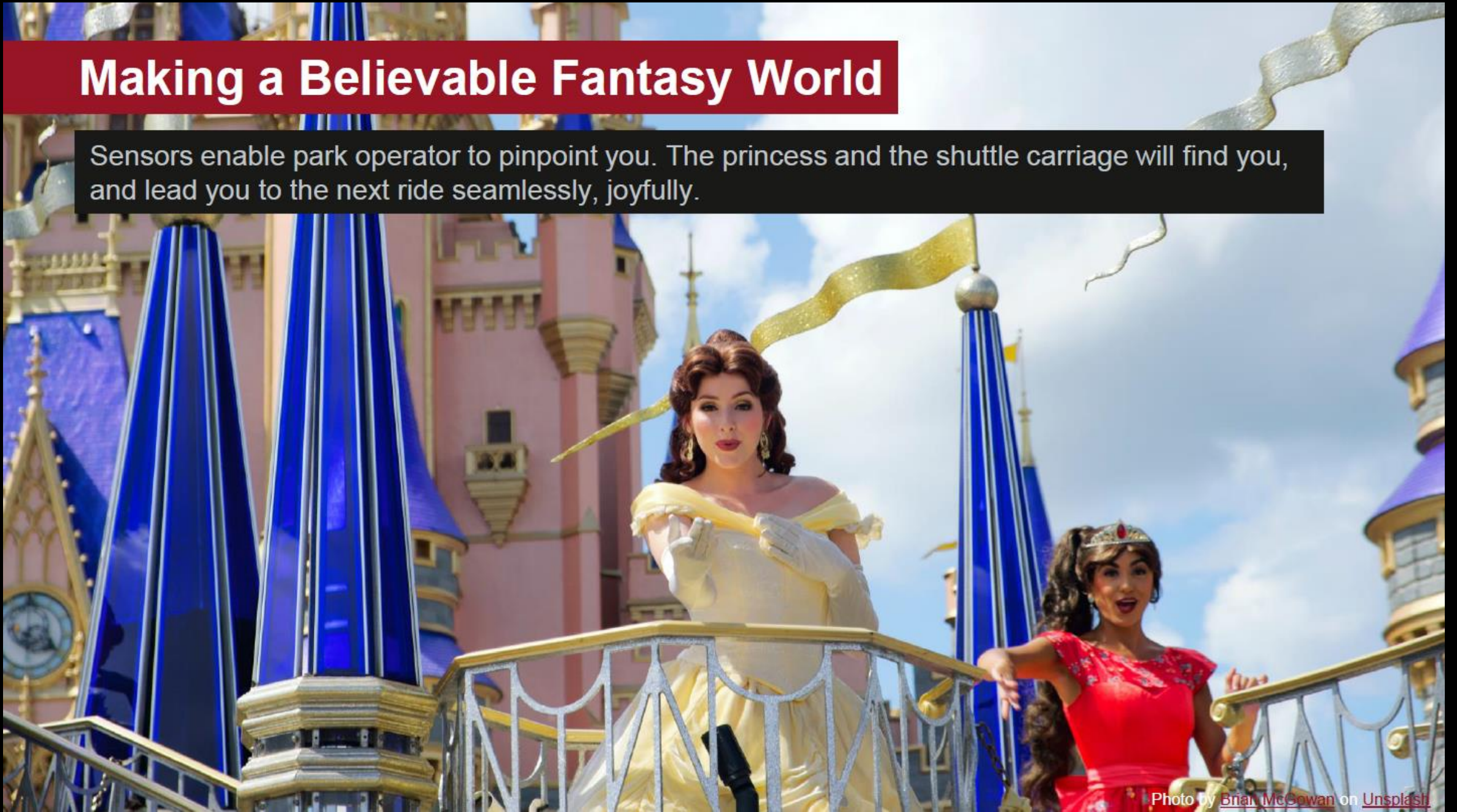
# Making a Believable Fantasy World

Arrive when a host greets you at the drawbridge and already knew your name.  
By some mysterious power, your food will find you.



## Making a Believable Fantasy World

Sensors enable park operator to pinpoint you. The princess and the shuttle carriage will find you, and lead you to the next ride seamlessly, joyfully.



# Crowd and Logistic Management

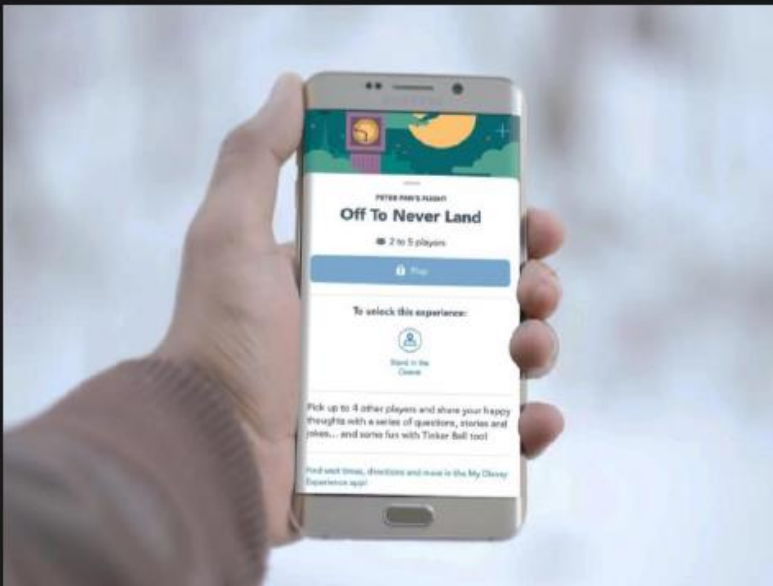


# Crowd and Logistic Management

## Enhanced Proximity Content

Creating proximity-based content experiences helps transform wait times into positive, entertaining experience. Standing in line for a specific ride could unlock extra scenes from a film, or a mobile game that guests can play to pass the time.

With 5G-enabled proximity-based content, it will be possible to overlay visual heatmaps to help guide park goers from experience to experience.





# Crowd and Logistic Management

## Enhanced Wayfinding Experience

One of the major benefits of 5G connectivity is improved triangulation. Combine this with higher data speeds and lower latency, information for key landmarks, the distance towards experiences, interactive augmented reality installations, and food services are at a simple glance.

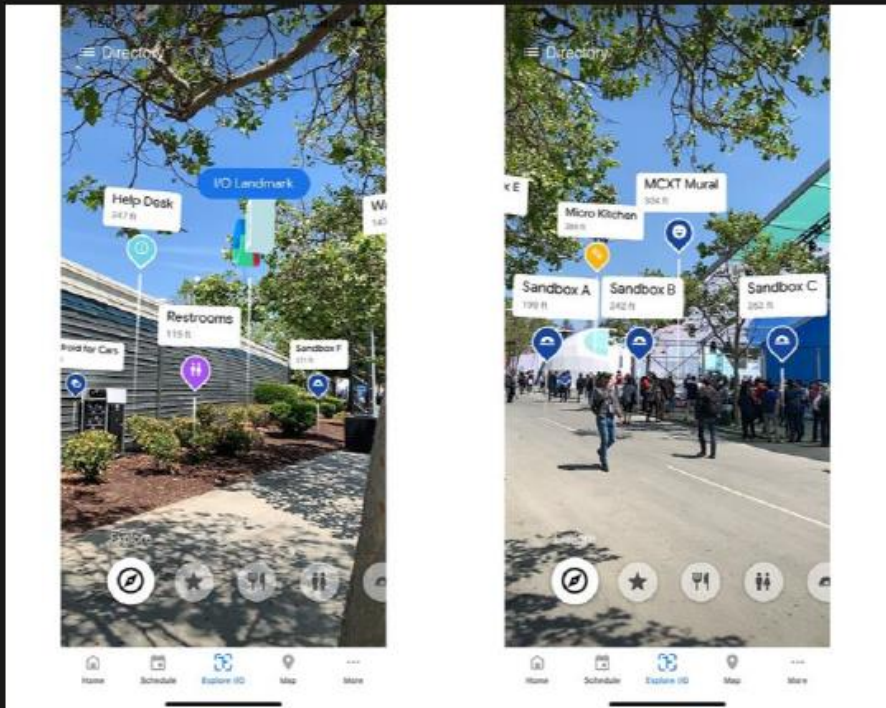


Photo by [Thomas Loizeau](#) on [Unsplash](#)

Source: <https://www.futurithmic.com/2020/01/24/two-major-ways-that-5g-will-enhance-entertainment/>



# Insightful Security Management

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# Insightful Security Management

## 5G IoT

Sensors embedded in theme park rides can collect and transmit a stream of valuable data pertaining to the ride's performance, enabling managers, technicians and engineers to gain unparalleled insight into when the ride needs checking, repairing or upgrading.

In turn, this prolongs the working life of rides, it improves safety and compliance by supporting a more proactive and informed approach to ride testing and maintenance, and it enables more maintenance and repair work to be proactively scheduled for less busy times, improving park operations.

It can even help inform future ride design, by collecting information on how the machinery performs over time.

Source: <https://www.temple.com/blog/how-iot-technology-is-being-used-in-the-theme-park-industry>



Photo by [Jack O'Rourke](#) on [Unsplash](#)

# Reimagining Theme Parks With 5G Technology



## 策略 3

# 財務策略

降低融資利息

減少匯率變動風險



New Age

Thank You!

**BROGENT** 智崑集團  
GROUP

