

Issue 01 | July 2020

MAGAZINE

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FOR



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WE KEEP WORKING
TO CREATE THE
MOST MEMORABLE
EXPERIENCES.
FOR TOMORROW.

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We are glad to present the first issue of MAGZN, an editorial project by Zamperla born with the aim to connect not only people but also news and ideas, in our own words. A complex of entrepreneurial values, associations, expectations, and emotions.

We are thrilled to share stories related to our Company, sometimes changing perspective, giving overviews on this huge roller coaster that is the amusement industry.

Enjoy the reading!

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Editors

Nicolas Trentin | Giorgia De Luca

Authors and Contributors

Alberto Zamperla | Lara Facchinetti
Charlotte Coates | Giorgia De Luca
Nicolas Trentin

Art Direction

Caratti e Poletto Creative

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Antonio Zamperla | Michael Coleman
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Stefano Dossola



THIS IS THE RIGHT TIME TO CHANGE.

We are all living through a difficult and strange time.

Our lives have been turned upside-down, our habits and business rhythms changed, our social life impaired, weakened, distanced.

But this is not the time to lament and resign, it is not the time to nurse one's wounds. It is the time for us to react and adapt to new models of living, working, and getting entertained.

It takes a crisis to bring new truths to light, to commit to making a change and turn difficulties into opportunities. It takes a crisis to think things over and come up with new ideas and solutions.

Let's be optimistic and keep the business going!

Alberto Zamperla
President & CEO

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WHEN UNION AND PASSION REALLY MAKE THE DIFFERENCE



Written by
Lara Facchinetti
Zamperla HR Director

**February 23rd, 2020.
We will remember this
date for a long time...**

It is the day of the first communication to all our employees informing them about the precautions to be taken to prevent the spreading of Coronavirus in the company spaces.

The first thought went, indeed, to our people and how to keep them informed so that they could work safely. As a major measure, we invited employees not strictly related to production and craftsmanship department to work from home. The ICT division worked quickly to equip everyone with the necessary tools; luckily, we were already used to the Teams platform and this put us in a position to be easily operational even if far from each other. We created an internal communication channel, in Facebook and Teams, for our PeopleZ to make them feel less lonely, to share testimonials, experiences or simply training tips. At that point also the production workers were forced to stop for 40 days after the order of closure of all activities in Italy.



People working in our factory in Slovakia and the service workers from all over the world began to return to Italy amidst a thousand vicissitudes; our subsidiary in Manila stopped working for a lock down initiated by the authorities; in New York the expansion of Luna Park in Coney Island (which would have reserved many new surprises for our customers in May) was interrupted and gradually all our commercial branches slowed down.

We were sad, worried, tense in those days, only from China came positive news with the reopening of some parks. It was as if everything in the company had frozen in a few seconds. But today I realize that, actually, nothing has really ever stopped in Zamperla: we have started to explore new ideas to deal with the emergency through a collaboration platform, to select the



ideas with the highest impact in terms of innovation and ease to implement; we have been in constant touch with our customers, we have learned with them what was more appropriate to do, we have accelerated the development of some services and started, for example, to assemble rides remotely using new technologies.

What is certain is that in Zamperla, people haven't lost their determination and their willingness to react to such a difficult situation of life and market not even for a minute. The hearts of many people in Zamperla have continued to beat with such passion to stay as close as possible to customers, speed up deliveries, recover components from suppliers in difficulty, to propose new solutions to the parks called to a new challenge. Union has been our strength and the passion for the work has made the difference. I think that has been so far the best Coronavirus antidote in Zamperla.

**IN ZAMPERLA PEOPLE
HAVEN'T LOST THEIR
DETERMINATION AND
THEIR WILLINGNESS
TO REACT TO SUCH A
DIFFICULT SITUATION.**

SAFETY FEATURES TECHNOLOGIES PROVIDED BY Z+

How can technology and innovation convert production to help realize devices which guarantee social distancing and safe environments?

COVID-19 found us unprepared to adapt to an unexpected new everyday reality, that brought us to reprogram our habits thanks to the use of technology, which has allowed us to move forward in the phase of lockdown.

Zamperla has not stopped its innovation journey with the help of new, state-of-the-art solutions to contain the spreading of Coronavirus; reinventing not only the approach to work, but also our societal environment. Thanks to our highly creative people, with a “wealth” of skills and a great interest for innovation, we have been able to adapt part of our production by implementing and realizing new products.

Our Z+ division, specialized in hi-tech developments, attempts every day to bring together the latest technologies and industry insights to propose the best solutions in the amusement sector. This challenging time brought us an opportunity to adapt and reinvent ourselves, using the extensive experience and knowledge in the technology field to launch new products to the

WE BEGAN PRODUCING OUR OWN SMART AND SAFE FEATURES SOLUTIONS FOCUSING ON HOW TO HELP TACKLE THE PANDEMIC

healthcare preventions market, specifically developed to contain the spread of Coronavirus.

We began producing our own smart and safe features solutions focusing on how to help tackle the pandemic, working on new products that could meet current needs: starting from a People Counter to an Intelligent Temperature Test Device monitoring body temperature to a Welcome Modular Tunnel designed to combine safety with entertainment items.

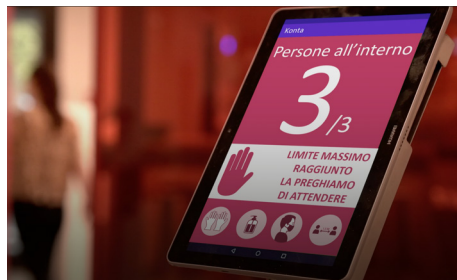
WELCOME Z+



WELCOME Z+ is a control and safety modular tunnel designed to transform the required security checks into a positive and entertaining experience through smart technology. Z+ has developed various options of the tunnel to fit different requirements for each specific customer, reducing operational costs increasing safety and efficiency.

Every WELCOME module has been built with the aim of performing precise features: An information module outlines recommended behaviors, thermoscanner modules, and a disinfectant module which subjects visitors to a non-toxic substance which eradicates viruses and bacteria both quickly and efficiently while providing a hand sanitizing station as well.

PEOPLE COUNTER Z+



The Z+ People Counter works thanks for a camera tracking system which is incredibly easy to implement. The device accurately regulates the number of people going in and out of any entry/exit point of a building or enclosed area within a building. Non-emergency application is possible thanks to software which provides statistics on visitors so you can use them to optimize your business.

THERMOSCANNER



The Intelligent Temperature Test Device can be used at the entrance of common enclosed spaces and any social gathering place to detect body temperature and regulate the entry safely to mitigate the risk of contagion from diseases caused by viruses, especially COVID-19.

Without displaying degrees, the scanner indicates the temperature of the person passing by illuminating itself in three different colors (green, yellow, and red) and guaranteeing a protected environment.

ZAMPERLA REINVENTS ITSELF IN CUSTOMER CARE, THANKS TO A NEW AR ASSISTANCE SERVICE



ZAMPERLA HAS LAUNCHED THE FIRST AUGMENTED REALITY REMOTE ASSISTANCE SERVICE IN THE AMUSEMENT RIDES MANUFACTURING INDUSTRY.

In the age of digital transformation and a period of social difficulty, Augmented, Mixed and Virtual Reality technologies represent the most innovative and effective solutions for Zamperla Customer Care service, capable of revolutionizing business processes.

The solution offered by our Group integrates the latest technologies by providing an innovative service that meets the needs of customers exploiting Augmented, Mixed and Virtual Reality to support the “modern technician” during the execution of his work, further improving his capabilities, thanks to content sharing and real-time manipulation by various users.

REMOTE SUPPORT

This new solution offered by Zamperla will help to raise safety standards, as well as improving the efficiency and quality of the tasks performed and cutting down on the time taken. It will also support technicians by increasing their knowledge and capabilities.

AR/MR/VR technology can be used by different types of devices currently on the market, each of which has different features, interaction type and user experience. Using AR, MR and VR in this area not only helps raise safety standards, but also improves the efficiency and quality of the performed by reducing the margin of error, and the time it takes to complete the task.

Support can be provided through the exchange of information, including overlay texts, graphics, and multimedia, mixing digital and real-world content.

“The idea of starting a remote assistance service with AR system, mixed and virtual was born initially in October 2019, as a project to support Zamperla’s technicians on the road.

The COVID-19 emergency, travel restrictions and the obligation of social distancing have led us to rethink the system as a guide device for the customer, for the assembly of Zamperla’s attractions. The service has been available since mid-April and, since then, we have carried out two testing experiences: the first one with a WindstarZ, installed in the Mandarin Plaza mall in Kyiv, Ukraine, and the second with a Jump Around, Jaderpark, Germany, providing remote assistance not only for the assembly of the attraction, but also for the testing of the machine.

We have reinvented ourselves, changing the original goal of the service and adapting it to our needs to start a business that will allow us to create a real-time service system combined with the sale. We are satisfied with these first tests, already two in a very short time, with the forecast of three more assists expected in the short term for the assembling of attractions in Russia, Canada/Usa and the Philippines.”



COVID-19 PRESENTS NEW CHALLENGES FOR THE ATTRACTIONS INDUSTRY



Written by
Charlotte Coates
Blooloop

The impact of COVID-19 on the attractions industry has been significant, with theme parks around the globe forced to close temporarily in order to prevent the spread of the virus. However, some parks are now reopening and visitors are eager to get back to their favourite attractions.

In the US, the big players have been closed since March, but some parks are now open again, or are preparing to open. In Florida, Universal reopened Universal Studios Florida, Volcano Bay and Islands of Adventure on 5 June while Walt Disney

World Resort has announced plans for a phased reopening beginning on 11 July. Legoland Florida Resort also opened to the public once more on 1 June.

In California, Disneyland, Universal, SeaWorld, Six Flags Magic Mountain and others will be allowed to reopen in stage 3 of California Governor Gavin Newsom's four-part recovery plan. The date for this is not yet clear as it depends on the rate of infection remaining stable, but Newsom has said that: "Phase three is not a year away. It's not six months away. It's not even three months away. It may not even be more than a month away."

Several parks are now opening again in Europe too, including Puy du Fou which will reopen on 11 June. Meanwhile Efteling opened on 20 May and Europa-Park welcomed guests again from 29 May. In Asia, visitors are already enjoying rides again at Shanghai Disneyland, Fantawild theme parks and





others. Excitingly, despite the temporary closure of Universal Studios Japan and resulting delay to Super Nintendo World, new aerial images show this eagerly-awaited themed land is almost complete.

However, it is not business as usual for these parks as several extra health and safety measures are in place to ensure that staff and guests stay healthy. For example, most parks will be limiting visitor numbers to prevent crowding. This might mean that guests have to book tickets online before they visit and may even have to choose an arrival time slot. Cleaning routines are likely to be stepped up at parks around the world too, with employees disinfecting rides and handrails more often and extra handwashing or hand sanitiser stations being added. Food and beverage will also be affected, with tables being spaced further apart and single-use utensils being introduced.

Visitors may also have to go through more checks before entering parks, for example temperature screening and ensuring that they are wearing a mask. In China, guests must also present a green QR code on the government's COVID-19 app before they are allowed to enter.

Once inside, guests will also have to make sure that they are following social distancing guidelines, which means keeping a gap of 2 metres (6 - 7 feet) between themselves and others. Operators are helping with this by adding floor markings to queue areas and may also only load every other seat or every other row on rides. They

might also need to cancel events that draw a large crowd such as night-time shows and parades as well as implementing virtual queueing systems.

There are several new innovations in the world of technology that will help theme park operators to keep their guests safe when they reopen. For example, Holovis has introduced a free social distancing app called Crowd Solo. This includes reservation and queue-management tools with proximity alerts. It allows parks to get a real-time insights into guest movements and to avoid crowd hotspots forming.



Oasys is also offering its sophisticated crowd modelling product, Oasys MassMotion, to the attractions industry. This can help operators to predict the spots where crowds are likely to form, and take action to improve the visitor flow.

While extra safety procedures are sensible and necessary, visitors will be happy to see their favourite theme parks begin to reopen after this difficult time for everyone.

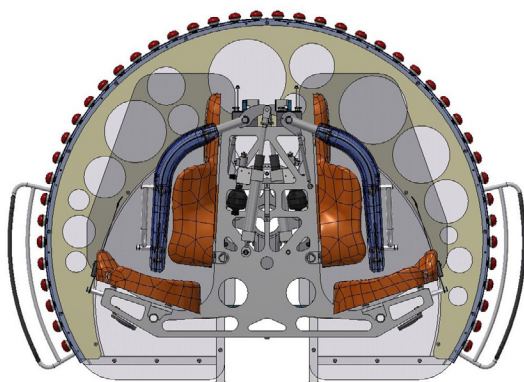


USER'S SAFETY FIRST, PLEXIGLASS DISTANCING SOLUTIONS

IN THIS CHALLENGING PERIOD, WE APPROACHED NEW WAYS TO REMAIN AS CLOSE AS POSSIBLE TO OUR CUSTOMERS: THE SUCCESS AND THE SAFETY OF YOUR PARK IS OUR SUCCESS TOO.

That is why we put in our clients' shoes, changing perspective, trying to understand the difficulties that Parks are going through in communicating to their guests that amusement venues are now as safe as ever.

In our continuous effort to innovate and find the most effective solutions applied to rides, Zamperla has conceived a plexiglass safety barrier that guarantees social distancing to Parks visitors, even when they're riding our amusement rides, thus giving them the opportunity to enjoy the Park visit without any concern.



Installation of the plexiglass barrier will be easy, fast, and affordable; no major changes to the ride are required, and you will be able to apply it on your own, just with the help of your technicians. Our Prototype Team is working to design and manufacture these plexiglass barriers for the majority of Zamperla's Classics, i.e. the evergreens that you can find almost in every amusement park around the world, such as Magic Bikes, Disk'O, Jumping Tower, Sky Tower, Crazy Bus, Rocking Tug, Jump Around, NebulaZ, Happy Swing, Junior Coaster, Thunderbolt, Aerial Ride and so on...

We are confident that this solution could be helpful for our customers to restart their business as soon as possible and to provide to visitors all the safety measures they can!

SPARE PARTS DEPARTMENT HAS NEVER STOPPED!



2019 PERFORMANCE IN NUMBERS

7,000

ZAMPERLA RIDES IN OPERATION

3,000

ASSISTANCE SERVICES COMPLETED

200,000

SPARE PARTS PIECES DELIVERED

Zamperla Spare Parts department (Z-Spare Team) is one of the sections of the company overall Z-Care management process and it is composed of 12 Specialists with a lot of experience in the customer care field in the amusement industry.

In 2019 our Team carried out and completed more than 3,000 assistance services and processed more than 200,000 orders of spare parts worldwide.

During the COVID-19 emergency the Z-Spare Team has never stopped working for our customers thanks to a dedicated back-office team, a warehouse, and an operational shipping

dept. In addition, special discounts on spare parts were also granted to customers with specific rides in order to encourage them to continue with their maintenance plans even during the period of the lockdown and get ready for the reopening of their business as soon as possible.

Thanks to our online ticketing system all the inquiries and orders were well processed.

Zamperla, before the end of the year, will launch the new Spare Parts E-Commerce portal directly on the company website page. It will be the first spare parts e-commerce in the amusement industry, a tool to help servicing more than 7,000 Zamperla rides in operation worldwide.

WHAT'S IN THE PIPELINE!



RECENT INSTALLATIONS January – June 2020

Six Flags Fiesta Texas

Nova Nicolândia

Chimelong

Ferrari World Abu Dhabi

Winter Wonderland

Leolandia

Disneyland

Le Pal Parc

Plopsaland

Majaland Kownaty

Djurs Sommerland

Fraispertuis City

Luna Park Coney Island

Gomelskyj Park

Caneva World Resort

Le Jardin Des Bêtes

Zoomarine

Walibi Rhône-Alpes

**SOME
NUMBERS**

4 DEMOLITION
DERBY

2 NEBULAZ

2 DISK'O

3 WINDSTARZ

1 AIR RACE

1 SUPER
AIR RACE

AND MANY OTHERS...



Interview with **Roberto Dal Pozzolo**

**Customer Care Director
Z-Care Director**

Zamperla enthusiast since 2004

WHAT DO YOU LOVE TO DO WHEN YOU DON'T ASSIST CUSTOMERS?

I'm all-round passionate about every kind of sport.

WHICH ARE THE GREATEST ACCOMPLISHMENTS OF YOUR WORK?

In 16 years of Zamperla experience the Customer Care office has increased year after year becoming more specialized, with a working structure made of technicians, a back office, engineers, and a Fat & Sat expert. But the biggest goal, for me, is making customers happy, when we solve problems and we close the job we can finally say "we did it!".

ZAMPERLA IS SYNONYM OF ...

INNOVATION, in every sector and in every sense of the word: from the services to the products and their implementation, to our offices and work.

HOW HAVE YOU EXPERIENCED THIS PERIOD OF LOCKDOWN AND SMART WORKING DUE TO COVID-19 EMERGENCY?

It has been a time of renewal, to think about new solutions and how to implement our work in Customer Care. We realized how technologies has helped facing this period of social distancing and smart working, never stopping the interaction and the communication with our customers. It has been a period of growing and changing, in which we have always been close to our clients, all over the world.



Interview with **Marco Trentin**

**Spare Parts Manager
Z-Spare Manager**

Zamperla enthusiast since 1995

WHAT DO YOU LOVE TO DO WHEN YOU DON'T COUNT SPARE PARTS PIECES?

I count how many baskets scores my basketball team while I coach them. But I am also really into travels, photography, and new technologies.

WHICH ARE THE GREATEST ACCOMPLISHMENTS OF YOUR WORK?

No doubt my professional growth concurrently with that of the office, now composed of four warehouse workers, four salesmen, plus three people in purchasing and scheduling spare parts orders.

ZAMPERLA IS SYNONYM OF ...

QUALITY and ARTISTRY, I really think that our rides are one of the most beautiful and refined attractions on the market.

HOW HAVE YOU EXPERIENCED THIS PERIOD OF LOCKDOWN AND SMART WORKING DUE TO COVID-19 EMERGENCY?

At first, I was worried about the situation in the amusement sector. But seeing how Parks were responding in China, after the emergency, gave me hope of a new restarting process. Our Spare Parts office has always been present and close to our customers, constantly guaranteeing assistance. We implemented our service through efficient processes and better communications to manage the requests in a more effective way.





FIND OUT THE CORRECT ANSWERS IN THE NEXT MAGZN ISSUE!



DISK'O COASTER

The Disk'O combines the best of a roller coaster with a flat ride and a unique patented seating style.

It is a breathtaking experience that is unlike anything in the industry and a must have family thrill ride for any park.

zamperla.com

Antonio Zamperla SpA
Vicenza - Italy
ph +39 0444 998 400
zamperla@zamperla.it



SK'O ER





zamperla.com

FOLLOW US



Headquarter | Factory

Via Monte Grappa 15/17, 36077 Altavilla Vicentina (VI), Italy
ph +39 0444 998 400 zamperla@zamperla.it

USA

ph +1 973 334 8133 zamperla@zamperlausa.com

RUSSIA

ph +7 495 544 4262 zamperla@zamperla.ru

UAE

ph +971 4 232 3071 zamperla@zamperla.ae

PHILIPPINES

ph +63 46 430 2025 zamperla@zamperla.ph

CHINA

ph +86 0512 68786091 zamperla@zamperla.cn