

VRX

SIMULATORS

+

TSN

TEAM STEAM NATION

UNITED STATES
PATENT AND TRADEMARK OFFICE

uspto

FROM SIMS TO DESTINATIONS





BUILDING PURPOSE-DRIVEN ENTERTAINMENT EXPERIENCES



THE PROBLEM + SHIFT





It's Not Just About the Sim.
It's About the **Experience.**

TRADITIONAL ENTERTAINMENT

-  Transactional visits
-  Throughput-focused
-  Limited loyalty
-  One-time attractions



THE NEW MODEL

-  Purpose-driven engagement
-  Learning + entertainment
-  Emotional connection
-  Repeat visitation



A **VRX**
SIMULATORS

+ **TSN**
POWERED

A SIMULATOR IS AN ATTRACTION.

DESTINATION BECOMES **AN ECOSYSTEM.**





TSN BUILDS INTEREST

ONLINE LEARNING THAT SPARKS CURIOSITY

TSN CREATES:



FREE browser-based learning



Standards-aligned challenges



Brand-driven educational experiences



Career-connected storytelling



WHY IT MATTERS:

Students engage **emotionally** before they ever visit a venue.



RESULT:

TSN builds **awareness, curiosity, and intent.**

CHALLENGE
DESIGN A SUSTAINABLE CITY

LEVEL 3
750 XP



EXPLORE
CAREERS IN
MOBILITY



STORY
FROM IDEA TO IMPACT
REAL INNOVATORS.
REAL WORLD CHANGE.



TSN

LBE
DESTINATION



TSN TURNS **EDUCATION INTO ANTICIPATION.**



SIMULATORS

VRX DELIVERS THE EXPERIENCE

TURNING CURIOSITY INTO REAL-WORLD ENGAGEMENT

THE VRX HANDSHAKE



Immersive simulation experiences



Group events & field trips



Competitions & challenges



Branded activations



Memorable experiences



CHALLENGE. COMPETE. WIN.



CAREERS. DISCOVER. INSPIRE.

THE CONNECTION:



EXPERIENCE IN PERSON

Students learn online through TSN...

then experience it physically through VRX.



LEARNING BECOMES REAL WHEN STUDENTS EXPERIENCE IT.

THE VALUE TO THE VENUE

TSN
TEAM STEAM NATION

VRX
SIMULATORS

MORE THAN ENTERTAINMENT. A DESTINATION.

VENUE BENEFITS:



Increased foot traffic



Longer dwell times



Higher repeat visitation



Greater food & beverage spend



Sponsorship opportunities



Community partnerships

WHY IT WORKS:



TSN drives traffic with purpose.



VRX creates unforgettable experiences.



The venue captures long-term value.



Entertainment brings visitors.



Purpose brings them back.



STRONGER REVENUE PER VISITOR



BUILT-IN LOYALTY ECOSYSTEM



MEANINGFUL COMMUNITY IMPACT



AMPLIFIED BRAND VISIBILITY

MORE VALUE. MORE IMPACT. MORE REASONS TO RETURN.



THE BIG OPPORTUNITY

FROM ENTERTAINMENT CENTERS TO LEARNING DESTINATIONS



THE ECOSYSTEM:



TSN builds interest online



VRX SIMULATORS delivers immersive experiences



VENUES monetize engagement



THE RESULT:

-  Inspires students
-  Engages families
-  Supports workforce development
-  Builds stronger communities
-  Creates scalable destination traffic



TSN BUILDS THE INTEREST.
VRX DELIVERS THE EXPERIENCE.
THE VENUE REAPS THE REWARDS.



MORE THAN ENTERTAINMENT. A DESTINATION WITH PURPOSE.

FINAL TAKEAWAY



**A TRADITIONAL SIM
FILLS SPACE.**



**VRX + TSN
HELPS FILL THE VENUE.**



**TSN
BUILDS THE INTEREST.**

We spark curiosity, inspire learning,
and drive student engagement.



**VRX
SIMULATORS
DELIVERS THE EXPERIENCE.**

Immersive. Exciting. Unforgettable.
We bring the thrills they'll never forget.



**THE VENUE
REAPS THE REWARDS.**

More traffic. Longer stays. Increased spend.
Stronger loyalty. Bigger impact.



TOGETHER, WE CREATE MORE THAN VISITS— WE CREATE IMPACT.



TSN
TEAM STEAM NATION

+ **VRX** **=**
SIMULATORS



VENUE

THANK YOU

*Traditional Sims Generate Transactions.
TSN + VRX Generates Ecosystems.*



TSN

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VRX

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