Mayeter

- Interactive Projection
- All-New Gameplay
- Low barrier to entry in terms of security

SPEED & LIGHT

Karting Interactive Projection System



Redefining the Karting Experience

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01 Industry Insights

Upgrade Requirements for Karting Entertainment

Challenges in the Traditional Karting Industry

Limited experience

The traditional go-kart industry offers a limited experience: it relies solely on speed-based competition, features repetitive and monotonous tracks, and fails to keep users engaged for long.

Lack of interaction

The traditional go-kart industry lacks interactivity: with few diverse forms of engagement, it struggles to meet social and entertainment needs.

Lack of differentiation

Lack of differentiation in the traditional go-kart industry: Facilities at various venues are highly homogeneous, and there is a lack of core competitiveness.

Data missing

Data Gaps in the Traditional Karting Industry: Inability to Accurately Track User Behavior Data Makes Personalized Operations Difficult

Market Opportunities: The Trend Toward Upgraded Entertainment Consumption

01

Market Consumption Trends

By integrating cutting-edge technology, these products combine physical activity with exciting gameplay. With young consumers driving the market, demand for products that blend technology and entertainment is surging, propelling the industry toward greater intelligence and interactivity.

02

Hot Topics in Technology Applications

A wider range of application scenarios to meet the needs of diverse user groups. Immersive experiences have emerged as the latest trend in the entertainment industry, and the scope of interactive projection technology continues to expand, spanning multiple sectors including cultural tourism and education.

03

Industry-wide need for upgrading

Creating a three-dimensional experience that combines "motion control, virtual characters, and social sharing." Karting venues urgently need to innovate and upgrade, leveraging technology to build a competitive edge, enhance the user experience, and boost market appeal.

02 Core Innovation

Introduction to Interactive Projection Systems

System Overview

The Go-Kart Projection Interaction System is an integrated "light and shadow + competition + interaction" solution independently developed by our company specifically for go-kart tracks. Based on visual spatial perception technology, it creates an intelligent driving interaction environment that blends the real and virtual worlds. The system can detect the vehicle's multidimensional motion in real time and map driving behavior to the virtual world, enabling real-time interaction between the vehicle, the player, and the digital environment.



Safety Guidelines







01.

Sit down and hold on tight

Keep your seatbelt fastened at all times / Hold onto the handrails securely; do not stand up, lean out, or stick your hands or feet out of the vehicle.

02.

Keep a close eye on

Be aware of the movements of surrounding vehicles, yield well in advance, and avoid sudden lane changes or abrupt stops.

03.

Control your speed

Do not accelerate suddenly or rear-end another vehicle at high speed; above all, avoid high-speed head-on collisions.

04.

Be a responsible visitor

Do not intentionally block the way, do not repeatedly ram the same vehicle, and do not chase or ram elderly people or children.

05.

Follow orders

Follow the staff's instructions when boarding and disembarking; do not get off the vehicle without permission.

06.

A collision occurred

Stay calm, do not force yourself to stand up, and wait until the vehicle has come to a complete stop before adjusting your position.

Components of the Go-Kart Interactive Projection System



• Interactive Projecto

Specifications: Utilizes high-lumen engineering-grade projection equipment with industrial-grade stability and ultra-high-definition output capabilities.

Function: Precisely projects customized track lighting effects, dynamic roadblocks, and in-game elements. Even in indoor environments, it delivers rich, vivid colors to create a highly realistic and immersive driving experience.

• Racing Karts

Specifications: A crash-resistant racing chassis custom-designed for high-frequency interactive scenarios, featuring a low-center-of-gravity chassis, a highly responsive steering system, and powerful brakes.

Benefits: The smooth mechanical design provides players with an authentic “man-machine unity” driving experience. The combination of lightweight construction and safety features ensures that players of all ages can enjoy a comfortable and safe driving experience.





• Spatial Awareness Suite

Configuration: Optical sensing hardware that integrates a high-depth camera with edge computing.

Function: Acts as the system’s “eyes.” It can accurately capture the kart’s real-time position, trajectory, and speed in milliseconds, performing dynamic positioning in three-dimensional space to ensure that the game world’s visuals follow the vehicle’s movement in real time, achieving “zero-latency, where the scenery moves with the kart.”

• Central Processing Unit

Configuration: Equipped with a high-performance industrial-grade computing host and a custom gaming engine.

Function: Responsible for overall coordination. While processing the massive amounts of data transmitted by the spatial sensing suite, it renders interactive visuals at high frame rates in real time and directly controls the projectors’ output. This ensures error-free game logic and smooth visuals throughout the entire game, eliminating stuttering and frame drops.



03 The Ultimate Experience

Key Features and Benefits of the System

■ Highlights of the Ultimate Experience

Real-time multiplayer competition

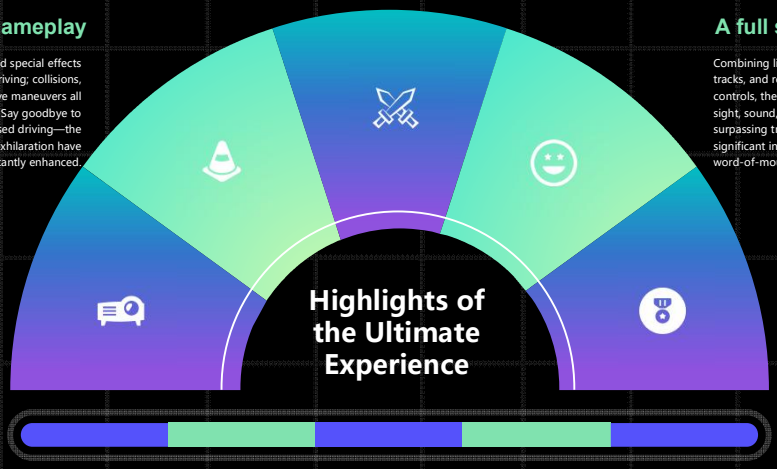
Supports multiplayer competition; virtual interactive elements enable team-based play, head-to-head matches, ranked matches, and item-based matches, offering richer player interactions and enhancing both the social experience and the competitive spectacle.

Intense, competitive gameplay

Virtual objects, obstacles, traps, and special effects interact in real time with actual driving; collisions, acceleration, drifting, and evasive maneuvers all trigger visual and lighting effects. Say goodbye to traditional, purely physics-based driving—the sense of competition, fun, and exhilaration have been significantly enhanced.

A full sensory experience

Combining lighting and shadow effects, dynamic tracks, and real-time sound effects with driving controls, the game offers a triple immersion of sight, sound, and touch—an experience far surpassing traditional go-karting—resulting in a significant increase in repeat purchase intent and word-of-mouth.



Immersive Mixed Reality Sector

Real-life karting tracks are seamlessly overlaid with high-definition projected virtual scenes, transforming the track into anything but monotonous. Players can instantly switch between themes such as sci-fi tracks, snow-covered tracks, fantastical realms, and urban racing, creating a visually stunning experience that makes them feel as though they've stepped into a cinematic racing world.

Easy to get into and lots of fun—perfect for all ages

Beginners can easily experience a sense of accomplishment, while seasoned players can enjoy high-level competition. It's perfect for families, couples, and team-building activities, breaking through the traditional limitations of go-karting's target audience.
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■ Key System Advantages

01 Independently developed, with full control over the technology

The system features fully proprietary intellectual property, is customizable, upgradeable, and easy to maintain, offers high stability, and adapts to venues of various sizes and layouts.

02 A trinity of "light and shadow, competition, and interaction"

Unlike ordinary go-karts, it has evolved from a simple driving experience into an immersive entertainment complex, giving it a strong competitive edge.

03 Seamless integration of virtual and real worlds

No need to alter the existing layout; quick setup; the authentic driving feel remains unchanged; virtual effects add the perfect finishing touch; and the experience is doubled.

04 Increasing venue space efficiency and revenue

Increase appeal, extend visit duration, boost average spending per customer, and support themed events and competitions; ideal for driving traffic and managing membership programs.

05 Balancing Safety and User Experience

By using virtual interactions to enhance the thrill while reducing the intensity of real-life collisions, it strikes a balance between entertainment and safety.

06 Highly customizable

We can customize exclusive scenes, logos, and special effects based on venue style, brand IP, and holiday events to create a unique brand experience.

04 Scenario Applications

Multi-dimensional Adaptation Solutions

■ Multi-dimensional Adaptation Solutions


All ages


Simple


1–6 people

A hybrid environment combining [sports, competition, entertainment, and socializing]

We create dynamic virtual reality multiplayer games that combine high-quality game environments with physical movement. Imagine becoming the game controller yourself and moving freely within the game world! With a variety of personalized gameplay options suitable for players of all ages, it's the perfect choice for casual family gatherings and team-building events!

01 Suitable venue size

- Small indoor venues

A streamlined projection setup that creates a fully interactive track even in small spaces, offering low investment and quick results.

- Medium-sized standard go-kart track

Surround lighting and multi-point sensing deliver a comprehensive competitive interactive experience while balancing user experience and operational costs.

- Large-scale integrated entertainment complex

Multi-zone coordination, multi-theme switching, and multiplayer online competition, supporting professional-grade tournament solutions.

02 Investment Budget Alignment

- Small indoor venues

A streamlined projection setup that creates a fully interactive track even in small spaces, offering low investment and quick results.

- Standard Flagship Edition

A comprehensive interactive and competitive system designed to help major venues enhance their core competitiveness.

- Premium Custom Edition

Comprehensive coverage + IP customization + event management system + backend data management—creating a benchmark venue.

03 Target Audience Matching

- Parent-Child Family Model

Cartoon-themed tracks, gentle interactions, and projected safety reminders—low difficulty, high fun.

- Youth Competition Mode

Challenging tracks, power-up battles, and real-time leaderboards—everything racing enthusiasts could want.

- Team-Building Party Format

Team points, group missions, and atmospheric lighting and visual effects—perfect for group activities.

04 Traffic Generation Scenarios for Commercial Complexes

- Mall Atrium and Indoor Playground Facilities

With its striking visual impact, it catches the eye from a distance, becoming a popular photo spot in the mall and enhancing the overall commercial atmosphere.

- Cultural and Tourism Night Tours, Entertainment Complexes

Leverage the nighttime economy centered on light and shadow to create unique nighttime entertainment experiences, extend operating hours, and boost nighttime revenue.

05 Cross-Industry Collaborations and IP Partnerships

- Product placement in anime, games, and film/TV IPs

Customize exclusive tracks, character elements, and sound effects to create immersive co-branded tracks.

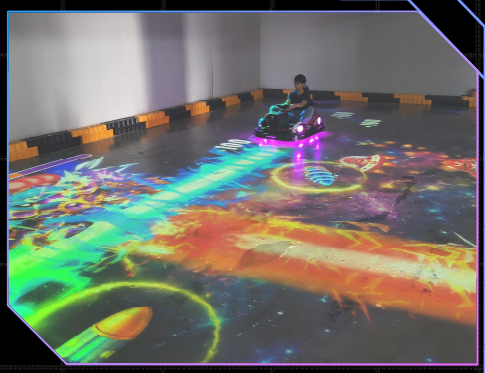
- Product Placement

Track logo projections and interactive brand elements provide new platforms for commercial partnerships and advertising campaigns.

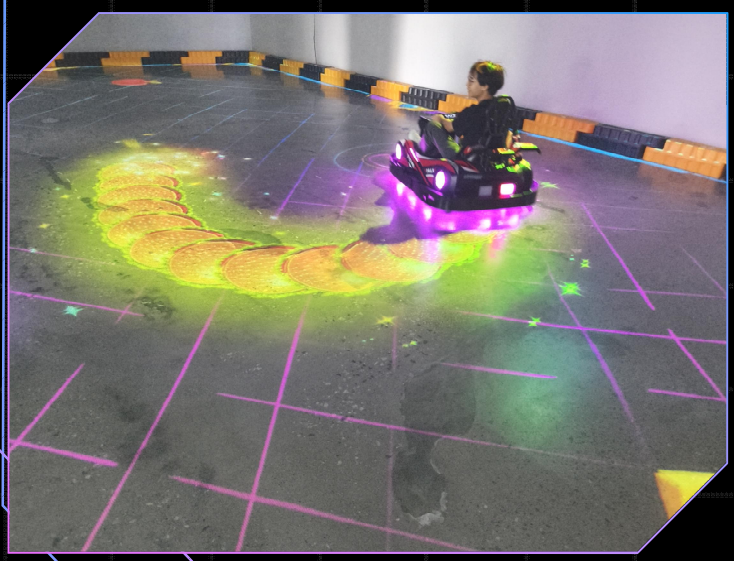
05 Real-Life Scenes

What You See Is What You Get










06 Game Overview

Gameplay Analysis

■ 01.Alien Invasion

Core Gameplay Mechanics: Colliding with Enemies, Collecting Items, and Boss Battles

Non-Traditional Racing: The game de-emphasizes the concept of “lap times” and emphasizes “action-shooting and collection” mechanics. Players must drive their go-karts within a set time limit to collide with alien grunts, UFOs, and floating glowing coins/energy rings on the screen to earn points.

Boss Battles: The massive purple alien boss in the center of the screen, marked by a red health bar, is the ultimate objective of each round. Players may need to ram the boss multiple times or use high-value power-ups to deplete its health bar; defeating the boss will likely result in a large bonus score.



Wall Content

- Wall Display (Information Interaction Zone): This refers to the large screen at the top of the image. It integrates the game countdown, real-time leaderboard, and projections of players driving their karts. This is not merely a visual decoration; it serves as the central reference area where players can track their live performance and immerse themselves in the competitive atmosphere, thereby enhancing the overall spectator experience.

- Ground Content (Core Play Area): This refers to the projected floor screen shown in the lower half of the image. High-precision projection transforms the physical venue into a vast star system in outer space. Players drive real go-karts through this virtual physical space, maneuvering, colliding, and collecting items.


Ground-Level Content

02.Devouring Rampage

Core Gameplay: “Devour” to Score, a Stress-Relieving Speed Rush

Clear Objective: The game downplays collisions and focuses on “collecting points.” The player’s sole task is to race a go-kart across a grid-patterned floor, actively “devouring” various power-ups that randomly spawn on the screen.

Item Types: The ground is filled with a variety of collectibles—such as red berries/fruits, purple fruits, yellow energy orbs, and a striking chain of glowing blocks (center of the image). Items of different colors may correspond to different point values or come with special effects (such as speed boosts or shields), adding strategic fun to the collection process.



Wall Content

- Wall Display (Information Presentation and Player Identification): The large screen at the top continuously conveys the game’s core emotional elements—the sense of urgency created by the countdown (00:00) and the competitive drive generated by the multicolored leaderboard. The player’s yellow go-kart avatar is displayed in real time in the upper-right corner, allowing spectators to clearly see who is currently driving.



Ground-Level Content

- Track Design (Core Interactive Space): The track features a dark background at the bottom paired with a brightly lit neon grid, creating a cyberpunk-style semi-virtual racetrack. Various glowing props are scattered throughout, guiding the go-karts along their paths.

03.Blitz Takeover

Core Gameplay Mechanics: Drive a go-kart to “place pieces” and capture territory.

Physical Interaction: Players must drive realistic go-karts across a grid on the ground. By driving over or stopping on specific squares, they trigger a change in ownership of that square (turning neutral or enemy squares into their own faction’s color).

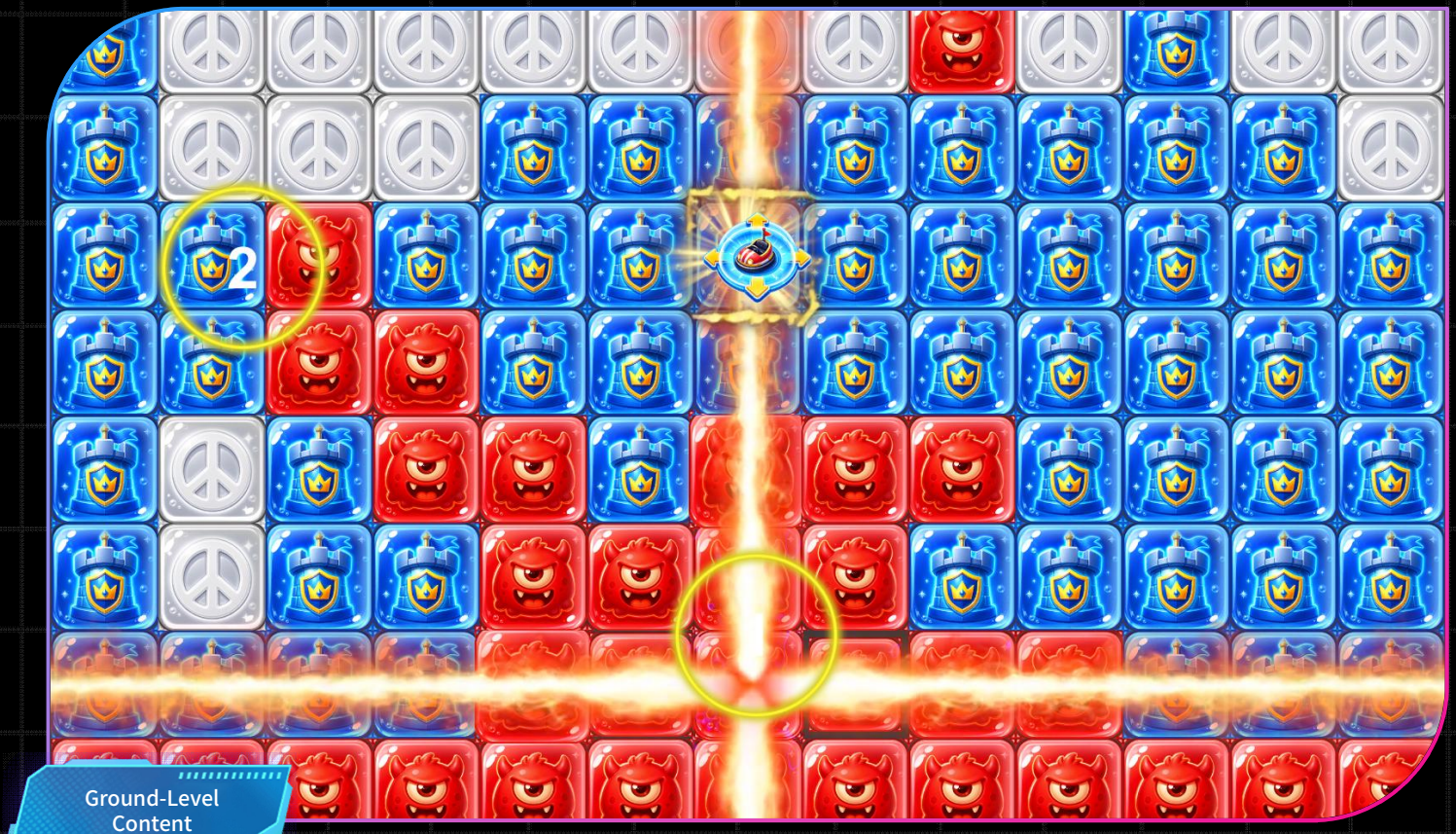
Faction Battles: The game supports red vs. blue two-player or multiplayer matches. Players must not only vie for territory on the grid but also use strategy to block their opponents’ connections.

Connect-to-Win Mechanics: The cross-shaped, highlighted beams on the ground are the core scoring zones. The game likely employs gameplay similar to “Gomoku” or “Connect Four,” where players must guide their karts to align blocks of their own color in a straight line within the cross-shaped beam areas to earn high-score rewards (the wall leaderboard updates instantly).



Wall Content

- Wall Display (Competition Information Screen): Building on the design of the previous installment, this screen displays the game countdown, the red and blue team score leaderboards, and the player’s avatar (a green go-kart) in the upper-right corner in real time. The wall screen not only conveys the state of the match but also creates a strong atmosphere of red-versus-blue competition.



Ground-Level Content

- Ground-Level Content (Physical Game Board Battlefield): The ground is covered with a neon, high-tech optical grid matrix. Squares of different colors, each bearing specific symbols—red for aliens or angry faces, blue for smiley faces or helmets, and white for peace signs—make up the entire “Capture” game board, while the go-karts serve as the “living pieces” moving across the board.