



# CASE STUDY

TILTLAB'S On-Ride Capture System using Go pro for Wonderla



**TILTLABS**  
A PRODUCT REALIZATION COMPANY



# EXECUTIVE SUMMARY

TILTLABS partnered with Wonderla to enhance visitor experiences by developing an advanced On-Ride Capture System utilizing GoPro cameras. This innovative system offers automated selfie cameras for each rider, enabling the seamless capture of personalized media content during rides. Integrated with flexible content delivery options, including cloud storage and facial recognition, the system is designed for easy management and customization. From roller coasters to catapults, this solution transforms every ride into a memorable story, delivered directly to visitors. The project showcases TILTLABS' commitment to cutting-edge technology and user-focused design, creating unforgettable moments for park-goers.





# PROJECT CHALLENGES

- **Diverse Ride Requirements:** Each ride had unique needs, requiring a versatile solution to capture high-quality media across varying speeds and environments.
- **Content Management Complexity:** Handling large volumes of media data necessitated a robust and scalable content management system.
- **Real-Time Processing:** The system had to process and deliver media content quickly, ensuring that visitors received their personalized videos and images promptly.
- **Integration with Existing Infrastructure:** The solution needed to integrate seamlessly with Wonderla's existing systems without causing disruptions.
- **Maintaining Quality Across Platforms:** Ensuring consistent quality across different devices and delivery methods posed a significant technical challenge.



# GOALS & OBJECTIVES

- **Enhance Visitor Experience:** To create personalized, high-quality media content for each rider, enhancing their overall theme park experience.-
- **Streamline Media Delivery:** To develop a content management system that efficiently captures, processes, and delivers media to visitors.
- **Ensure Flexibility and Scalability:** To design a system that is adaptable to various rides and capable of handling increasing volumes of media content.
- **Provide Seamless Integration:** To integrate the new system with existing infrastructure, minimizing operational disruptions at Wonderla.





# SOLUTIONS & METHODOLOGY

- **Automated Capture System:** Implemented GoPro cameras on each ride, providing automated selfie capture for riders tailored to each ride's specific needs.
- **Advanced Content Management:** Developed a content management system with a flexible delivery API capable of handling high volumes of media efficiently.
- **Image Processing and Customization:** Utilized Captomatic API for post-processing, enabling personalized image and video customization, including filters, overlays, and multiple angles.
- **Remote System Management:** Integrated a remote management system for quick, hassle-free adjustments, and ensured compatibility with cloud storage and facial recognition technologies.





# OUTCOMES & RESULTS

- **Increased Visitor Engagement:** The personalized media content significantly enhanced visitor satisfaction and engagement.
- **Efficient Media Delivery:** The content management system streamlined media processing and delivery, allowing visitors to instantly receive their content.
- **Scalable Solution:** The system's flexibility and scalability allowed Wonderla to easily expand and adapt the solution to other rides and attractions.
- **Operational Efficiency:** Remote system management and integration with existing infrastructure reduced operational costs and minimized downtime.

## CONCLUSION

TILTLABS' On-Ride Capture System has successfully transformed Wonderla's visitor experience by delivering personalized, high-quality media content seamlessly. The project overcame significant challenges through innovative solutions, ensuring efficient media management, processing, and delivery. By leveraging advanced image processing and remote management capabilities, the system met and exceeded Wonderla's objectives, offering a scalable and adaptable solution for future growth. This collaboration highlights TILTLABS' expertise in creating tailored, cutting-edge experiences that leave a lasting impact on visitors.

# THANK YOU!



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