

# Funworld

MARCH 2020

## Beyond Borders

Puy du Fou stretches across continents to ignite passion through entertainment





9.81 PARK/MONOLITH



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## 9.81 PARK

Jeju Island, South Korea

GRAVITY IS THE DRIVING FORCE behind 9.81 PARK. At the gravity racing theme park in Jeju Island, South Korea, guests can choose from three gravity-powered cars to race downhill on four different courses with 10 tracks.

“At 9.81 PARK, you can enjoy specially designed gravity racers in a beautiful scenery,” says Jongseok Kim, CEO of Monolith Inc., the tech startup behind the park. “The term ‘9.81’ is from the acceleration of gravity, 9.81 m/s<sup>2</sup>, which is the only source of speed for gravity racers.”

Monolith created its “Smart Play Park” concept that focuses on extending user experiences beyond a physical space to a virtual network through cutting-edge technologies, and after four years of research, development, and construction, Monolith opened 9.81 PARK on May 5, 2019.

When visitors enter 9.81 PARK, they purchase wearable tickets with near-field communication (NFC) chips from kiosks to participate in the main attraction: RACE 981, the outdoor gravity racing area. Outside on the platform, guests begin their descent along the track in the car model

of their choice, including GR-E for one person, GR-D for two people, and GR-X for 981 Masters who have a special license issued by the park after meeting certain criteria on lap time and maximum speed from past rides.

As racers travel downhill on RACE 981, they get a scenic view of the ocean, hills, and mountains, but the park is also tracking their cars’ performances in real time to present the information on a mobile app so players can review their performance after each race through video clips, rankings, and race records. At the end of the race, the gravity racer cars switch into an autonomous mode to automatically bring the players back to the starting point, using electric motors and batteries.

Through the mobile app, racers also have the ability to connect with and challenge other players, complete missions/quests, and earn rewards like badges. Kim says participants can learn to become better racers by watching video clips and analyzing driving skills on the app.

“The core value of our business is connecting people through shared experiences of the carefully designed content of gravity racing. The software algorithm


built in-house is constantly running inside the game engine of the park’s operational system,” Kim says. “We wanted to create an environment where we can extend the on-site experience to off-site sharing so that connections among players can naturally emerge.”

RACE 981 continues to evolve and periodically update its missions, quests, and game rules.

“Whenever people visit the park and ride RACE 981, they experience something new and want to challenge new records,” Kim says. “This is the uniqueness of RACE 981, the future of theme park leveraging data and technology.”

Additionally, 9.81 PARK houses a branded store GARAGE 981, a cafe, restaurants, and LAB 981, an indoor arcade with 15 different sports games, including soccer, baseball, basketball, archery, and virtual reality racing.

Kim says Monolith joined IAAPA to build its network in the attractions industry and meet local and global leaders.

“We would like to get valuable insights from IAAPA members and to introduce our park and vision as well,” he says. 

981park.com