

TOWER SYSTEMS LTD



AN ICONIC & PROFITABLE ATTRACTION

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INTRODUCTION

Skyview is a new high profile concept that successfully combines the three elements of Landmark, Amusement Ride and Advertising Beacon into one iconic package that is ideally suited to enhance the visitor offering at numerous locations around the world.

Skyview will provide any location with both a signature icon and a profitable attraction that will literally tower over its surrounding domain, allowing it to be seen from miles around in every direction, whilst giving its passengers a magnificent panorama.

Skyview will deliver standalone profitability through its combination of small capital outlay, wide public and commercial appeal, visitor affordability and very low running costs.

Designed to operate on a very small, self contained footprint, Skyview is intended for installation within a wide range of existing commercial, historic, sporting and tourist locations where space is at a premium, land values are high and competition for attracting business through the doors is challenging.

Importantly Skyview, with its constant movement and night time illuminations will also increase general revenues by attracting more visitors and spend through better visibility, greater awareness, media partners, sponsor packages, corporate offerings, product launches, retail and advertising.

A Skyview Tower offers every potential location a unique opportunity to build upon its existing success.

OVERVIEW

Skyview is designed as a beautiful and elegant structure in the form of three towers rising to two hundred and ninety feet, or the optional four hundred and ten feet, surrounded at intervals by decorative hoops.

A lightweight carriage disguised within the balloon envelope travels up the tower propelled on discrete tracks by a powerful winch.

The gondola, suspended beneath the balloon, provides a floating balcony in the form of a circular walkway that offer's spectacular views in every direction for up to 40 passengers.

The balloon 'floats' at the top allowing passengers plenty of time to enjoy the view before it descends.

The balloon also carries powerful internal illumination enabling it to shine brightly at night, as well as the options of displaying light shows, moving images and video.

A comprehensive set of LED based structure lighting means that the tower is illuminated at night and able to regularly change colours and provide lighting spectacles.

The balloon envelope can be custom designed and also be completely covered with a second skin to change its message periodically in support of promotions.

The gondola is wheelchair accessible and the ride is suitable for all ages and abilities.

For events, the centre of the gondola provides a hospitality platform and separate working area for caterers and hosts to serve guests food and refreshments, or for teachers or speakers to deliver oratory to their groups.

A public address system can be fitted and the gondola can be enclosed and heated during winter to protect passengers from the cold.

The Skyview tower structure has a lifespan of many decades.





BACKGROUND

Balloons in any form are universally popular with the public; always invoking great interest from all ages wherever and whenever they are seen. This excitement comes from the association we all have ingrained in us from an early age that balloons are a symbolic expression of celebrations, good times, enjoyment and fun.

This public fascination translates into balloons offering an advertising medium with the highest available message retentions and recall.

Fly a balloon over any town and invariably a crowd will appear seemingly from nowhere when you land. Huge festivals have grown up all over the world based around balloons, even though flying can only occur in good weather when the winds are calm at dawn and again just prior to sunset.

Skyview harnesses all the popularity and notoriety of balloons but uniquely overcomes virtually all the logistical difficulties imposed on balloons by weather to offer guests a consistent and most enjoyable balloon flight experience no matter when they visit.

Skyview will allow its location a signature icon generating not only great excitement around the locality, but also acting as a beacon and constant reminder to people as they go about their business far and wide.

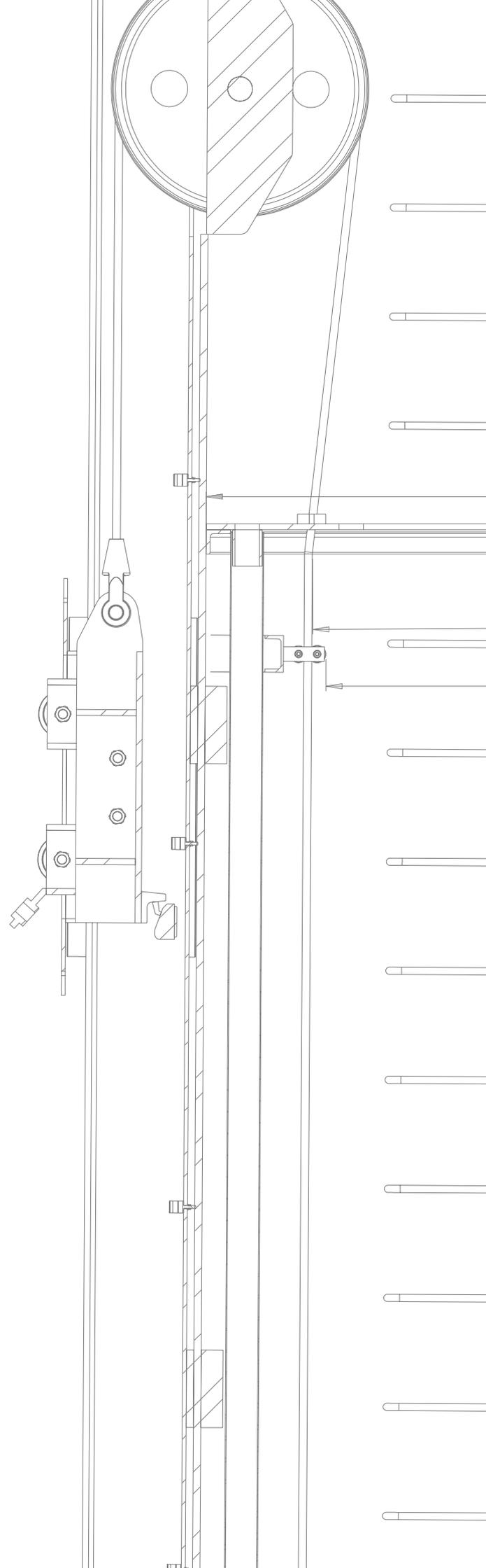
With the ability to operate independently till late each evening whilst simultaneously broadcasting moving and still images to its plaza, Skyview can also effectively transform its immediate area into an open air gallery for the public's enjoyment of film, art and imagery.

SKYVIEW TOWER

The standard Skyview consists of:

- The tower structure.
- Balloon with internal illumination.
- Open netted gondola.
- The balloon's winching system with the necessary safety systems and control mechanisms.

If a building is not incorporated at the base, the balloon can be “parked” aloft out of harm’s way when not operating.





SKYVIEW
TOWER SYSTEMS LTD

SKYVIEW OPTIONS

Skyview is offered with additional options of:

- Branded envelopes or simple custom designed shapes such as a beverage can.
- A fully glazed and air conditioned gondola.
- A system of internal projection within the balloon itself, to provide moving images up to a full 360° on the surface.
- An LED screen system on the balloon itself to provide a 24 hour screen over the surface of the balloon.
- A laser system to provide lighting displays and simple images on the balloon.
- Lighting packages on the structure such as colour changes and a sequenced display of lights running up and down the structure and/or around its hoops.
- Electronic (LED) messaging board around the gondola.
- A glass enclosure creating a large secure space at the base for ticketing and administration with:-
- Mezzanine floor above accessed by stairs and a disabled lift. Access points would incorporate enclosures to maintain weather protection for the lower floor.

The mezzanine option offers a secure and weatherproof area of 1,600 ft² on the lower floor and 1,100 ft² on the upper take off and landing level for further facilities around the landing zone.

This space could be used for purposes such as:

- Shop
- Cafe
- Visitor Information
- Exhibitions & Displays

The design of Skyview will also allow it to be easily incorporated into traditional buildings, ensuring Skyview can still be considered if a standalone building is not desirable. Both exterior and interior fit and finish of the building can be specified to suit any desired uses and budget.





SKYVIEW
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SALIENT BENEFITS

1. Landmark

A Skyview Tower is sure to be a striking and notable addition to the skyline around its location, an impressive and unique advocate of inviting people to visit in an exciting, dynamic and different way.

Skyview is a beacon that offers people a constant visual reminder of the difference, variety and experiences offered at its location.

Deploying the lighting options will give any location constant movement night and day and a new dynamic appeal that will deliver a whole new market of inquisitive people to the locations door.

The balloon can be left to display from the top of the tower when the location is otherwise closed, (subject to monitoring or absences of any forecasted severe weather).

There is no doubt that a Skyview Tower will also significantly increase general revenues and footfall at any location.

2. Attraction

Skyview will allow customers of all ages to enjoy a gentle yet thrilling experience together, combining a magnificent view and a great memory as part of their visit and that must increase any locations appeal.

Offered as a family balloon ride for little money, Skyview will offer visitors a unique value for money thrill that they will endorse, recommend and return to again.

Truly: - An experience worth repeating.

Skyview would expect to promote and offer rides to a mix of four main markets.

- Guests – **‘Ride in the Sky’**
(Sky Ride)
- Schools – **‘Classroom in the Sky’**
(Sky School) Developing locally focussed educational programs in the Humanities and Science etc.
- Groups – **‘Party in the Sky’**
(Party Sky High) Events & Functions
- Business – **‘Meeting in the Sky’**
(Blue Skies Meeting)

With minimal staffing and low maintenance, Skyview can operate independently from early morning to late evening every day drawing in many new clients over time who may not have otherwise visited the location.

In almost any location a Skyview Tower will offer visitors a fantastic panorama.



3. Promotion

Skyview offers any location many benefits in the areas of:

Public Relations

The opening of Skyview will allow its location a further opportunity to embark on wide ranging Public Relations campaigns both locally and nationally, generating further media interest for all parties.

Media Partners

Skyview is tailor made for media partnerships, providing great visibility and a superb platform for regular news, weather and traffic reports.

Branding

Balloons historically elicit very high rates of message recall from those who see them. Skyview's balloon can periodically be re-covered in a new custom designed skin for promotions.

The projection options can display moving images and logos over the entire surface of the balloon. With such a system Skyview could easily announce promotions, sales and local news; or momentarily brand Skyview for corporate events, weddings and even birthday wishes for children's parties.

Corporate and Community Partners

Operating just eight hours a day, Skyview has an annual capacity of well over a million passengers. Business plans however, project profitability at very low utilisations.

Any spare capacity can be offered to sponsors and partners to pass on in support of marketing strategies.

Product Launches/Corporate and After Hour Events

A Skyview Tower will award many locations an extra marketing angle for attracting and staging lucrative special events ranging from children's parties through to weddings, corporate functions and conferences.

Skyview could easily offer several rides to each person within groups of 200 or more attending an event or party of three hours duration and if the function is held during the summer, attendees could fly Skyview both during the day and then again for sunset and night views of the local skyline.

Skyview offers any location the opportunity to increase its profile and the flexibility to expand its event business and sponsorship over the coming years.



HOW WE BUILD SKYVIEW

Skyview has been designed with a view to simplicity of manufacture, logistics and construction to maximise turnkey affordability and profitability to the operator.

The foundation will be constructed some weeks prior to the tower, with Skyview overseeing this process in conjunction with the locations chosen contractor to ensure that not only are costs controlled, but also disruption is kept to a minimum.

Once the foundation is complete, the pre-fabricated tower structure is installed directly from the delivery vehicle, ensuring clean assembly on a precise schedule.





STATISTICS

Standard Height Balloon elevated 290feet (90 Metres)
Columns 275 feet (84 Metres)
Viewing distance to Horizon > 20 Miles

Optional Height Up to 410ft (125 Metres)

Diameter 46 feet (14 Metres)
Footprint 1,600 Square Feet (143m²)

Balloon 2800 sq/ft (285m²)

Capacity Up to 40 passengers per flight allowing a max of;
400 passengers per hour @ 6 Minute cycles
300 passengers per hour @ 8 Minute cycles
240 passengers per hour @ 10 Minute cycles



Gondola is easily accessible for all ages and abilities.

Staff 2 (Minimum as standalone attraction)



125m

100m

75m

50m

25m

OPTIONAL

CONCLUSION

Opening a Skyview Tower will give any location or existing attraction a lasting and Iconic symbol that will provide much greater visibility and promotion in the locality.

Skyview's small footprint will allow potential installation in partnership with almost any location as a very profitable addition.

Suitable locations are shopping centres, museums, galleries, attraction parks, state & city parks, city plazas (hosting visitor information), as well as many other well located properties such as car parks, boardwalks, piers and franchise restaurants.

Skyview will operate profitably at any location for decades to come. Its movement and displays constantly attracting attention towards the location from miles all around.

A Skyview Tower offers visitors an exciting yet gentle family orientated experience for little money and will be enjoyed by millions.





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