

AI + AR

Enterprise-Level Use Case Pitches

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Turning Wait Time into Experience Time

For many guests, time spent waiting in line is an unavoidable part of the amusement park experience—often perceived as idle, disconnected, and even frustrating. AI + AR transforms that time into something entirely different.

By leveraging a smartphone app or AR-enabled glasses, guests can engage with an interactive layer of the park that only reveals itself through the device. Clues, hidden narratives, character interactions, and contextual experiences emerge in real time—turning passive waiting into active participation.

The line is no longer downtime—it becomes part of the attraction.



A Hidden Layer of Discovery—Activated in Real Time

Once engaged, the experience becomes dynamic and personalized. The AI assistant delivers context-aware prompts—scavenger hunt clues, trivia, directional hints, or interactive challenges—tailored to the guest's preferences, location and progress.

As illustrated above, a simple moment in line becomes an entry point into a larger experience: *scanning a code, solving a clue, or unlocking the next interaction.*

Beyond gamification, AR enables characters and moments that exist only within the digital layer—park icons appearing, interacting, or revealing hidden storylines that enrich the physical environment.

The result is continuous engagement. Guests are no longer waiting—they are participating, exploring, and progressing through an experience that extends beyond the ride itself.

Wrap Up

AI + AR redefines one of the most constrained aspects of the amusement park experience. What was once a necessary inefficiency becomes an opportunity for engagement, storytelling, and differentiation.

As suggested in the opening concept, the physical environment remains unchanged, yet a parallel digital experience overlays it—inviting guests to explore, discover, and engage while they wait.

By layering intelligent, interactive content into existing spaces, operators can increase perceived value without altering physical infrastructure. Guests remain entertained, immersed, and connected throughout their visit—not just during peak moments.

In doing so, the experience expands—from isolated attractions to a continuous, evolving journey where even the wait becomes part of the magic.