

KID SOPHISTICATE



AKA: Atlantis Kids Adventures



Atlantis AKA technology offers entertainment and educational value to its young guests.

For many resort operators, twenty million gallons of water supporting multiple pools, lagoons, and cascading waterfalls, all surrounded by a plethora of exhilarating water adventures, would be features aplenty. Yet, for Sol Kerzner's Atlantis Resort at Paradise Island, Bahamas, this waterpark and marine habitat is just the tip of the proverbial iceberg. The unique, ocean-themed destination offers a variety of guest accommodations; over 35 restaurants, bars and lounges to satisfy any palette; the largest casino in The Bahamas; extensive meeting facilities; and a marina capable of handling yachts of any size.

For all the excitement and bookings conjured by these attractions in widespread television ads this year, Atlantis Resort guests will still find plenty of surprises once they've arrived on property. Take, for example, the resort's new 8,000+-square-foot state-of-the-art kid's club - Atlantis Kids Adventures (AKA) - which opened in January, 2010. Designed for resort guests aged 3-12, AKA is a technological and creative playground for the mind and body. Offering a variety of adventures, AKA's staff of "Adventure Guides" assists with culinary lessons, interactive electronic art, theater and outdoor play customized to each child's interests.



State-Of-The-Art Kids Club Offers Cutting Edge Technology and Personalized Experiences

AKA at Atlantis sets a new standard for “Kids Clubs” with the incorporation of cutting-edge technology throughout the play spaces, delivering both entertainment and educational value to young guests. Interactive touch-screen walls, tables, and floors provide creative game play and facilitate artistic expression. Projections on the walls and floors feature schools of fish and other creatures that follow fingers and swim away from the touch of hands. Lizards in electronic form chase feet across the floor or beach balls bounce around them as if the child were walking among a gathering of real beach balls. Ann Bada-Crema, President of Launch by Design, Inc., designers of Atlantis AKA, found the experience of working on AKA particularly gratifying.

"When we were asked to create a state-of-the-art environment at AKA by integrating state-of-the-art technology, our goals went beyond simply creating a beautiful space," Bada-Crema says. "Throughout the design process, it was very important to us that for every child who would come through the facility, no matter his age or her interests or previous experiences, we wanted those children to have the best time of their lives. We never lost sight of that goal in creating all of the magic of Atlantis AKA."



Creativity comes alive in the construction area, filled with thousands of LEGO bricks of all sizes and colors, as well as a wall covered in LEGO base plate so children can build directly on the wall.

Children, known as “Adventurers” at the club, are matched with an Adventure Guide for their day of exploration at AKA, which features themed spaces designed specifically for children’s imagination and enjoyment. The facility consists of an arts and crafts room, culinary kitchen, the “Every Video Game Ever

Made” room, Wizardology reading room, a fully-stocked Grocery Store, computer area, performance area, and LEGO construction area. Through a strategic partnership arrangement with LEGO Systems, Inc., Atlantis AKA will host the world’s first LEGO Atlantis Fantasy Camp this summer.

Adventure Guides in the Arts & Crafts room are able to display children's art work on an "iwall" directly from one of four "itables" where finger painting takes on a new meaning as kids digitally color and draw with touch technology using a multitude of color options. Adventurers can send a custom-made postcard of their art to virtually anywhere in the world with a personalized message and their picture created directly from the "itable." These multifunctional tables also feature game options.

The technology developed for Atlantis AKA has had a dramatic impact on the popularity of the resort's recreation program. Lisa Linden, Director of Guest Activities who oversaw the development of Atlantis AKA, is quick to share her appreciation for both Kerzner International, who committed to developing the new program, and for the many technology providers who worked with her to put their technology to work to achieve



exactly what Linden was looking for in interactive fun for all ages.

"For the first time, kids are choosing to come to AKA for the day rather than going straight to our Aquaventure waterpark, which has been great for business," says Linden. "We have also seen a huge repeat in business as kids are coming back a few times during their stay, whether it's to create their own DVDs of their AKA Adventure or for making a 60-second movie clip," she continues. "They can do it all right here in this amazing facility!"

Atlantis has long been known as a top culinary destination, and the AKA culinary kitchen is no exception. Atlantis Adventure Chefs provide the ultimate culinary immersion as AKA visitors aged 6-12 are treated to a daily cooking demonstration in the fully-functioning kitchen. Up to 21 child participants, seated at the U-shaped counter surrounding the cooking station, participate in a hands-on cooking class where recipes such as molten cakes,

signature smoothies and shakes, as well as gourmet pizzas serve a secondary purpose of teaching elements of measuring, physical changes in ingredients, taste and temperature. AKA culinary programming also adds on a lesson in table manners, etiquette and napkin folding, an added "return on investment" that parents are sure to appreciate.

The computer room is outfitted with iMacs and allows children supervised internet access to play iMac games and participate in creative photo and visual projects. Such activities are all age-appropriate, adding to the educational benefits of time spent at AKA.

The Imagination Area, which features the Wizardology Room, LEGO Construction Zone, Victorian Kitchen and Grocery Store, was designed especially for Adventurers ages 3-5. These youngest of Atlantis guests are able to shop for groceries and ring-up their own carts with the digital cash registers, or curl up inside a life-sized reading tree in the center of the Wizardology room which reads out loud the story of their choice.



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A Lightspace Play floor keeps Adventurers moving as they participate in modern sports games or pursue moving blocks of colored light in a modern game of “Musical Squares.”

The performance area at AKA, which features a green screen, a full-sized stage and dressing room complete with costumes, challenges Adventurers to learn improvisational comedy skills to develop quick thinking and social skills. The technology at AKA even follows Adventurers into the restrooms, where sound effects accompany each of the themed stalls – from the melodious voice of a princess’ arrival, cars screeching on a race track and jungle noises. Holograms of some of the marine animals in the resort’s AZA-certified aquarium appear in the mirrors above the sinks to entertain Adventurers as they wash their hands.

AKA has also employed modern technology for the safety and security of all young guests. Upon arrival at the club, parents electronically register their children, at which time a digital picture of the parent is taken. The child is outfitted with a coded bracelet and when parents return, AKA Adventurers are able to locate their child immediately using an RFID system developed by AARFID of Eden, N.Y., which pinpoints exactly which area of the club they are currently exploring.

Prices for AKA programming range from \$45 to \$60 per session or hourly rates of \$25. **R+R**

