

# MOSH! Produced by Creative Future Park

MOSH! is Singapore's first interactive, digital multi-media theme park, which has recently opened on 6 Feb 2016. Visitors from children to adults can develop their imagination and creativity using cutting-edge technologies. Creative Future Park, headquartered in Singapore, produced MOSH! based on the belief that imagination fuels innovation. Ricoh Drawing Digital Signage has been adopted for one of their attractions through a dealer LA DITTA.



## About "MOSH!"

Director of Creative Future Park, the company leading this project, said "MOSH!, Singapore's very first immersive edutainment facility, will showcase state-of-the-art multimedia technology to allow guests to create their imaginary worlds.

Some of the greatest innovations from the past few centuries have positively changed the way we live and shaped our society to what we know today. All innovations starts with the simple question of 'what if?'. Through this new, creative future space, we want children, and even adults, to gain confidence in their own creativity, and to share this creativity with others in a fun-loving environment."



## Why Drawing Digital Signage?

Drawing Digital Signage is one of the attraction within MOSH! titled FANTASY: World of Wonder, installation.

With Drawing Digital Signage you can draw a creature on a paper, scan the paper and enjoy watching the creature moving on a screen. The concept of the solution is the fusion of digital and analog, which aligns with MOSH!'s concept for facility.

In this case, Creative Future Park wanted to use the MOSH! mascot character for the Drawing Digital Signage. Therefore, we customized the background and gave the mascots a unique jumping motion. Also, for guests who are too young to draw from scratch or who have no confidence in drawing, we have pre-printed a line drawn character on paper for them to color in.

## Information about MOSH!

- Opening hours: 10am - 9pm
- Admission  
Adult - \$28  
Child - \$22  
Free admission for children under 3 years-old
- Located :  
Palawan Kidz City 3F  
Sentosa Singapore
- Website:  
<http://www.mosh.com.sg/>

## Provided Solution

- Ricoh Drawing Digital Signage



## Drawing Digital Signage

Ricoh Drawing Digital Signage is a new type of entertainment solution. Kids draw a picture on paper, scan it and watch the picture come to life in a digital world. When pictures are projected onto a screen, they start to move with different movement patterns made possible by Ricoh's image technology which analyzes the drawing patterns and colors. This attractive tool can be used for customer/visitor retention at in-store events, museums, citizen events, etc.





## The five attractions of MOSH!

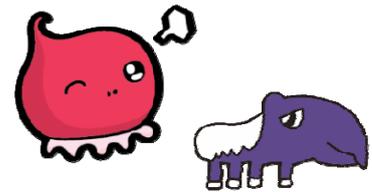
At MOSH!, Japanese companies have come onboard to develop the edutainment installations:

- LAND: Hide & Seek
- SEA: Doodle Aquarium
- FANTASY: World of Wonder
- AIR: Paper Plane Adventure
- SPACE: Firework Party

Each technological masterpiece employs advanced gesture recognition and motion design, coupled with multi-touch detection and projection mapping capabilities to create an immersive virtual experience which is real-time, responsive, and reactive.

With these five attractions, MOSH! hopes that its visitors will leave the space with a deeper understanding of pattern and causality recognition, spatial intelligence, logical thinking, power of expression, and respect for diversity.

Director of Creative Future Park added, "Our immersive creative space enables everyone to appreciate each other's creativity and imagination in shared environments. They allow us to understand how our individual choices and actions, expressed through a visible form, can affect and cause changes in others."



## Deployment of Drawing Digital Signage in Asia

In this case Ricoh did not have direct contract with Creative Future Park, LA DITTA, a Japanese company headquartered in Tokyo, acted as dealer for this solution.

LA DITTA started Drawing Digital Signage test marketing activities in September 2015 in Asia. Creative Future Park is the first project, and they hopes to take it to other regions in Asia, shortly.

## Company profile

### About Creative Future Park

Founded in March 2015, this Singapore-based company oversees the planning, management, and operations of running a Digital Theme Park, using cutting-edge technology to redefine the play-to-learn edutainment experience for everyone.

The company also supports 'Go-Green' initiatives to promote environmental-friendly practices within corporate operations.



### About LA DITTA

Founded in September 2006, LA DITTA offers marketing and branding consultancy, event and project management, and publishing services. The company operates in India, Singapore, the ASEAN region, with assignments taking it to Europe and North American markets.



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