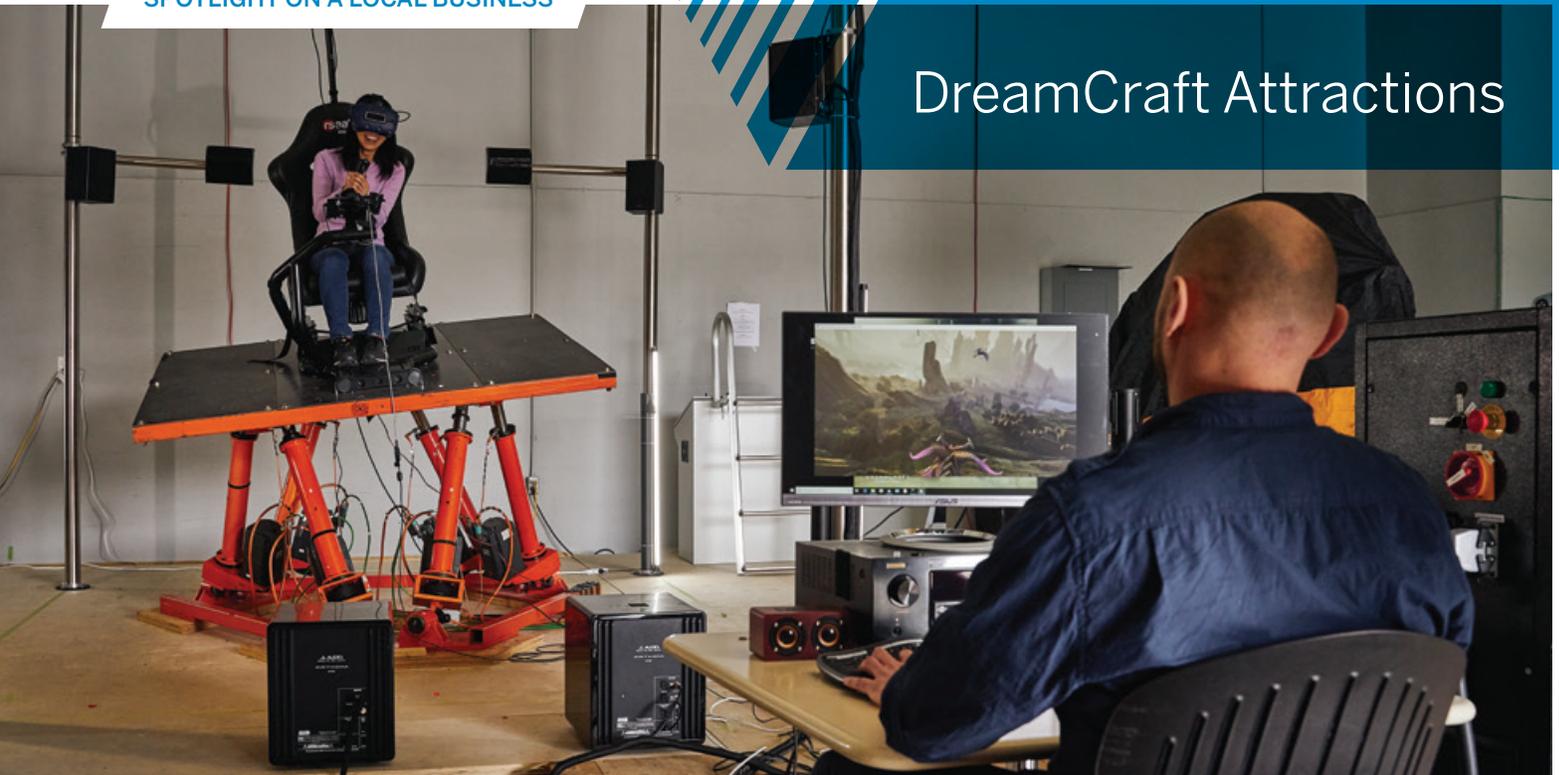


# DreamCraft Attractions



DreamCraft is a close-knit family of theme park attraction originators, spatial computing tech futurists and video game pioneers, specializing in custom software and hardware solutions for high-throughput theme parks, LBE experiences and production houses. Their innovative, award-winning products deliver story-based, immersive augmented and virtual reality experiences at some of the world's biggest entertainment venues, unlike anything done before.

## Operations

Dreamcraft Attractions designs, engineers and builds software and hardware for location-based entertainment venues. They combine programmable ride systems and mechanical engineering with AAA game dev principles, cinematic graphics, and next-gen display systems to create interactive and immersive experiences.

**Year founded** 2016

**Primary Market** Theme parks

**Employees** 30+ full-time

## Q&A

Peter Schnabel | Chairman

[www.dreamcraftattractions.com](http://www.dreamcraftattractions.com)

### As a company with a global customer base, why did you choose to locate your business in Victoria?

As our clients are global, we are never going to be established in the same city as all of our opportunities. Victoria is conveniently located with easy access to international travel out of both Seattle and Vancouver.

“With the high cost of living in Vancouver and Seattle, Victoria is the next logical choice for those looking to work in the tech industry.”

Peter Schnabel

**How does your local workforce compare to other cities where you do business?**

Victoria businesses have a strong focus on a live-work balance. With shorter commute times, employees are able to focus on both their jobs and their lives outside of work. In many larger cities, the work environment is more hectic and can be less appealing for employees.

**What attracts your staff to living and working in Victoria?**

Weather, proximity to outdoor activities, shorter commute times, a good school system and great coffee and beer, just to name a few.

**What are some of your company's biggest achievements?**

DreamCraft Attractions' expertise in location-based entertainment has allowed us to build truly immersive AR and VR story experiences for some of the world's biggest theme parks and entertainment venues. Two examples we're very proud of are *Battle for Eire* at Busch Gardens (Williamsburg, USA) and *The Twilight Saga: Midnight Ride* at Lionsgate Entertainment World (Zhuhai, People's Republic of China). Also, in 2018 IAAPA presented us the Brass Ring Award for Best New Product, Technology Applied to Amusements for the DreamSet headset. It's our hygienic, modular HMD that allows for the amazing throughput of up to 1000 guests an hour in *Battle for Eire*.

**What would you tell a CEO in your industry who asked about moving a company to Victoria?**

Victoria has all of the major benefits of a large city like Toronto, Seattle or Vancouver but with a lower cost of living. We can conduct business anywhere as long as we have access to the top tech minds. Victoria is surrounded by tech universities and colleges and with a lower cost of living than many of the surrounding hubs. Both Vancouver and Seattle are hotspots for the tech industry, and Victoria has benefited from the spill over from both of these cities.

