

# FLOWRIDER®



# WHO WE ARE

OK, we admit it. We are different. But is that market differentiation? Not quite. We let the success stories speak for themselves and it is evident that FlowRider® products provide that differentiation. Just ask Royal Caribbean International. When we asked them why they had purchased nine FlowRider's, with at least five more in the pipeline, they responded with a simple answer – "because we wanted something to set us apart from our competitors and the FlowRider did just that."

The FlowRider provides the WOW factor that keeps riders coming back for more, and it creates a central entertainment hub for any venue, whether waterpark, municipality, hotel or private residence. Our products are proudly featured in the best of the best, from Royal Caribbean to Great Wolf Lodge, Sunway Lagoon, Kalahari Resorts, Flow House and Wave House globally, Yas Waterworld, Six Flags, Texas State Fair, Westin Hotels, Radisson Hotels, Melia Hotel Group, Caesars Entertainment – get the picture? We bring public awareness and media exposure clearly into focus!

*Go with the Flow™*

# THE FLOW DIFFERENCE

- + Over 180 Successful **WAVES IN OPERATION**
- + Featured in Over **100 WATERPARKS**
- + **9 RIDES AND COUNTING** with Royal Caribbean International
- + More Successful Stand-Alone Venues **THAN ALL COMPETITORS COMBINED**
- + Top Hotel Brands **CHOOSE FLOWRIDER®**

MELIÀ  
HOTELS & RESORTS

WESTIN  
HOTELS & RESORTS

HYATT®

Royal Caribbean  
INTERNATIONAL

Radisson  
HOTELS & RESORTS



# HOW IT MAKES YOU MONEY

## MULTIPLE AVENUES FOR GROWTH

When you watch a FlowRider®, it is easy to get caught up in the kaleidoscope of action and it is hard to take your eyes off of the never ending thrills and spills. Whether a skilled rider or a novice, they are all fun to watch. As you look for a seat to take in the action, you figure a nice meal and frosty beverage would be in order.... and what do you know? A server is ready and willing to take your order. The opportunity to create ancillary revenue streams has been perfected through our Flow House™ brand. We deliver this “profitability pipeline” through the integration of Food and Beverage, Retail, Events, and Sponsorship. As a venue, you usually pay for the entertainment. In a Flow House, the entertainment pays you! In any situation, locate your new wave near F&B and watch the FlowRider recover your investment right before your very eyes.

# CAPACITY IS KEY

## MEASURE PASSIVE VS. ACTIVE CAPACITY

We often get asked the question, “what is the throughput of the FlowRider®?” It’s as if there is some magical formula that determines the profitability of an attraction. Throughput multiplied by capacity divided by the cost and then added to the square root of the pi.....? While the question is legitimate, the preferable question is “will the FlowRider make me money?” Direct and certainly more fitting for a ride like ours. Now let’s throw throughput out the window and start talking about CAPACITY; very similar for most rides out there but vastly different for the FlowRider. Capacity is broken down into two components; Active Capacity and Passive Capacity.

When it comes to the FlowRider, Active Capacity is just a small part of what the ride can do for you. Passive Capacity, or as we like to call it “Makes You Money Capacity,” is really where the rubber meets the road. Visit any FlowRider around the world and there is always one thing you will find – a crowd of spectators enjoying the skills, thrills and spills. This is Passive Capacity, and the beautiful thing about this group is they normally have a beer or juice in their hand and a burger on their plate. It is the Passive Capacity that drives your profitability pipeline and one of the top reasons why venues decide to invest in our product. When orchestrated correctly, it is the Passive Capacity that results in an increase in F&B sales of 25%-40%. Now that’s the kind of throughput that that we like to talk about!



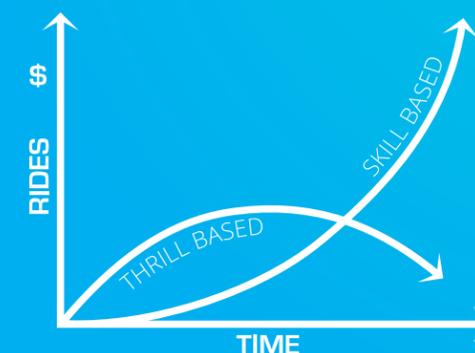
FLOWRIDER® IS THE ENTERTAINMENT



ENTERTAINMENT DRIVES F & B SALES



THINK REVENUE NOT THROUGHPUT



*skill vs. thrill*

The FlowRider provides the antidote to thrill fatigue. Riders challenge themselves to learn the skill which drives spectatorship and repeat visitation, thereby increasing total capacity.



THIRTY PLUS  
COMPETITIONS ANNUALLY

AGES 13-29 ENGAGED  
BY OUR PRODUCT

WE DELIVER THE SOUTHERN  
CALIFORNIA LIFESTYLE

# KEY CONCEPTS

## WE CREATED THE SPORT

Flowboarding is a hybrid boardsport that has evolved since the 90s with input from some of the world's best alternative athletes: Snowboarding champion Terje Haakonsen, bodyboard inventor Tom Morey, greatest surfer ever Kelly Slater, skateboarding legend Tony Hawk, and snow/skate World and Olympic champion Shawn White were all on the frontline of the flowboarding evolution turned revolution, but... its roots clearly reside in surfing.

Flowboarding starts simply enough, with getting a feel for the flow. Once initiated to the adrenaline rush, it becomes a high performance art which has created a sport where the best riders are digging into all the action sports maneuvers to perform; shuvits, kick flips, ollies, deep carves, front and back flips, 1080's, and powerful snaps that drench the crowd. It combines the best of all worlds and the sport has burst into one that has FLOW Tours in the USA, Europe and Asia, and culminates in season ending world championship events. It has generated its' own heroes such as World Champion Sean Silveira on the FlowRider®, World FlowBarrel® Champion Eric Silverman, and all around stalwart Greg Lazarus. It is growing every year, and it will continue to do so with events in upcoming venues – hopefully yours!

## CAPTURE THE TEEN MARKET

As a parent, you are always concerned about the next great vacation, especially if you have teens. In fact, will they even want to come? We have solved this dilemma for the consumer, and we have solved it for you. Royal Caribbean has taken advantage and now dominates the industry by solving the teen dilemma through the multiple additions of a FlowRider across their fleet. Teens are now clamoring to go on a cruise! We cater to this “most wanted” demographic of youths that want to impress. The FlowRider offers this ultimate opportunity, and the teens are “flowing” to participate. Children to teens will learn to surf and hone their skills on an amazing wave, surfing to their hearts content while providing added value and repeat visitation to you!

## BEACH LIFESTYLE

At FlowRider we live the Southern California lifestyle, we love it, and we want to share it with the rest of the world. When it comes to the surfing culture, we are the experts. We play hard, but work harder. The ocean is part of our daily routine. We Surf, Skate, Snow and FLOW. We are the experts in sharing. Sharing the daily stoke and good vibe of how we grew up at the beach and how we live it on a daily basis. Waking up early to the freshening offshore breeze and pumping swell – wait a minute here, there is no swell. Ah heck, let's go surf the FlowRider!! In fact, come join the millions of global participants getting stoked by the feel and passion of surfing our endless waves!

# OUR MARKETS

## WATERPARKS + MUNICIPALITIES



WATERPARKS INDOOR/OUTDOOR

Bring the So Cal lifestyle to your waterpark - a large impact with a small footprint.

Over 100 waterparks agree and have seen how it differentiates themselves from their competition.

Drive F&B and Retail Sales thereby boosting the FlowRider's ROI.

Attract the teen market to your venue, over and over again, with a safe and fun sport.

It is almost as much fun to watch as it is to ride.



MUNICIPALITIES

Add a revenue generating FlowRider® to your community swimming pools.

The surfing experience is unlike any other, and it can add a fun, cool vibe to your aquatic center. It will generate revenue and not be a burden to the tax paying community.

If properly executed it will help pay to provide even more services.

Offer something fun that engages the teens and tweens in a controlled environment.

# OUR MARKETS

## HOTEL & RESORTS + STAND-ALONE



HOTEL & RESORTS

The FlowRider has proven itself as an attraction that can separate you from the crowd.

Whether it is the Westin in Arizona or the Radisson in Trysil, Norway, now anyone can experience the thrill of surfing.

It is the type of wave that can help increase occupancy and drive room rates, as it has done at Sol Melia in Mallorca, Spain.

It generates revenue through F&B, Retail and ticket sales.

Royal Caribbean - 9 rides and counting!



STAND-ALONE

The FlowRider is the entertainment that brings spectators and participants into your venue, and keeps them there.

The So Cal look and feel delivers a cool, unique environment that will help drive revenue.

The Flow House™ Generates revenue through food, beverage, entertainment, ride sessions, retail, and the creation of the most incredible lifestyle the world has ever known; the Southern California surfing lifestyle.



FlowHouse™ is a new, exciting, entertainment venue pioneering the fusion between flowboarding, food, beverage, retail, and events. It is a slice of the California beach culture prepackaged as a destination that epitomizes the surf lifestyle in the local flavor.

At the heart of every Flow House is the FlowRider®, the original sheet wave by FlowRider, Inc. A Flow House can be indoors, outdoors, or a combination of the two. In its simplest form, the Flow House showcases the FlowRider as a liquid stage that is as thrilling to watch as it is to ride, but the FlowRider isn't limited to session riding. You can also enjoy the venue through lessons, competitions, parties and events, or simply as entertainment for the restaurant and retail outlets. It is a place where people can surf, eat, drink or just hang out. It is the mechanism that brings the beach lifestyle to virtually any location.

The Flow House recipe is simple – mix great food and drinks, sprinkle in a surf shop, and with the FlowRider as the epicenter in your venue, you have all of the ingredients for a good time. All you need to do is come in, eat, drink and enjoy!

*surf • food • friends*™



# ROI

When all the fun and games are over the real excitement begins; whether it is the click of the cash register or the swipe of a credit card, the Flow House is built on revenue generation. It was born out of the idea that five is better than four, which is certainly better than one. The Flow House is a combination of five major revenue generators:

 **FOOD + BEVERAGE**

 **RETAIL**

 **EVENTS**

 **RIDE TICKET SALES**

 **SPORT + COMPETITION**

These money makers all feed into the same pool. They are cohesive and complimentary and in many instances these elements can stand on their own. When combined, they feed off of each other to increase dwell time and generate more revenue, while the shared elements of staffing, building space, and facilities, all keep the costs down.

**IT'S TIME TO PICK A PRODUCT** 



# FLOWRIDER® DOUBLE

The FlowRider® Double is one of the safest, most durable products in the industry. With over 100 units sold, it is the most sought after simulated surfing experience in history. It will also double your revenue and your capacity by using our patented Flow Fence™, which creates two lanes to ride in. Bring the Southern California Surfing Lifestyle to your venue today.



**FOOTPRINT**  
Width 9.8m(32')  
Length 16.45m(54')

**TANK DEPTH**  
1.1m (3.5')

**CAPACITY**  
320-480  
rides/hour

**WEIGHT**  
238,700kg  
530,500lbs

**TANK VOLUME**  
221,000 liters  
58,400 gallons

**ELECTRICAL RATING**  
180kW @ 240hp

# FLOWRIDER® SINGLE

The Single has the innate ability to bring severe joy to many different groups of people. From the novice "newbie" of the upstart flowboarding generation, to the expert riding of multiple National and World Champion Sean Silveira (who grew up on a Single), it is ready to handle any attack with the highest performance delivered by any single pump product in the world.



**FOOTPRINT**  
Width 6.7m(22')  
Length 16.45m(54')

**TANK DEPTH**  
1.1m (3.5')

**CAPACITY**  
160-240  
rides/hour

**WEIGHT**  
161,300kg  
362,000lbs

**TANK VOLUME**  
147,000 liters  
38,900 gallons

**ELECTRICAL RATING**  
90kW @ 120hp

# FLOWRIDER® COMPACT

Don't like confined spaces? Get nervous when there isn't enough room? Thinking smaller for a "compact" environment? Fear not! Our answer comes in a "compact" footprint that exhibits a lot of power. The FlowRider Compact is the antidote for claustrophobic, closed minded thinking. It will have you thinking BIG in the smallest footprint we produce, and our Compact provides the global fun factor to locations with space constraints.



**FOOTPRINT**  
Width 5.4m(18')  
Length 14m(46')

**TANK DEPTH**  
1.1m (3.5')

**CAPACITY**  
160-240  
rides/hour

**WEIGHT**  
80,000kg  
180,000lbs

**TANK VOLUME**  
75,600 liters  
20,000 gallons

**ELECTRICAL RATING**  
90kW @ 120hp

# FLOWRIDER® MOBILE

"Out in the woods or in the city, It's all the same to me, When I'm driving free, the worlds my Home... When I'm mobile." Little did Pete Townsend know that when he wrote the song "Goin' Mobile" 40 years ago for The Who, that it would be the perfect description of our Mobile FlowRider.



**FOOTPRINT**  
Width 6.6m(21.5')  
Length 12m(40')

**TANK DEPTH**  
1.1m (3.5')

**CAPACITY**  
160-240  
rides/hour

**WEIGHT**  
75,000kg  
165,000lbs

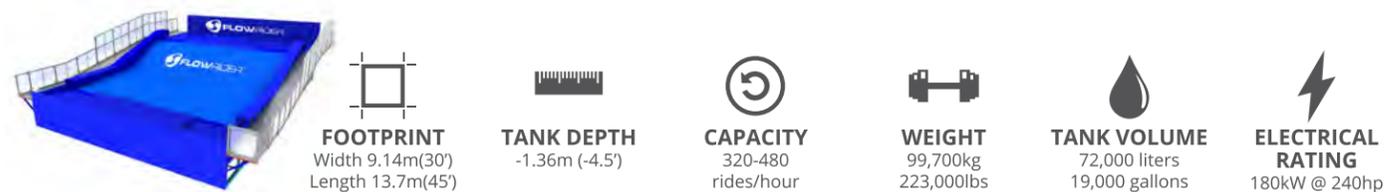
**TANK VOLUME**  
60,000 liters  
15,500 gallons

**ELECTRICAL RATING**  
90kW @ 120hp



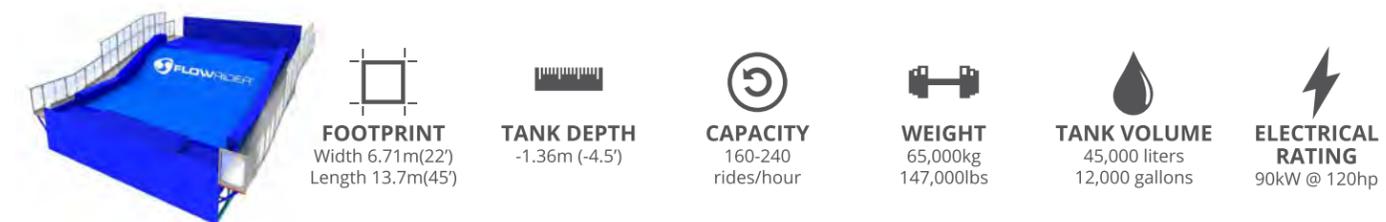
# FLOWRIDER® WAVE-IN-A-BOX DOUBLE

A marvel of FlowRider, Inc engineering, the FlowRider® Double Wave-In-A-Box (WIAB) provides the most synergistic solution possible. If synergy means “the interaction of multiple elements in a system to produce an effect different from or greater than the sum of their individual effects,” then the WIAB Double exceeds the equation.



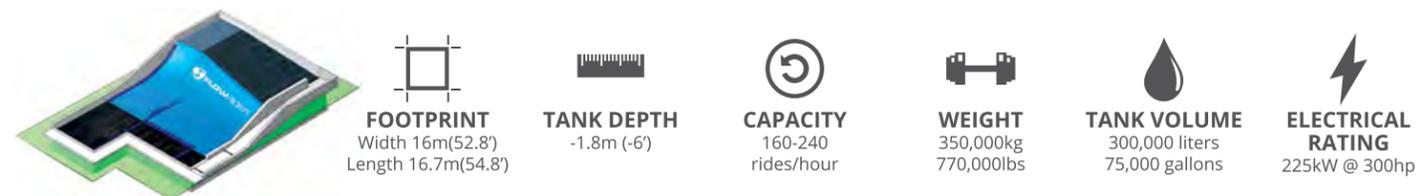
# FLOWRIDER® WAVE-IN-A-BOX SINGLE

Think outside the box, no wait, it's inside the box.....? Take the most successful sheet wave, put it in your reducer, then say “I would like it in a box.” Hey, we have that! It is our FlowRider Single Wave-In-A-Box (WAIB). It marries the simplicity of a FlowRider to the concept of not having to engage in civil works, and even becomes transportable if necessary.



# FLOWCURL®

We are always asked “what sheet wave do you make that is between the FlowRider® and the FlowBarrel®.” The answer is the FlowCurl®. The FlowCurl is the super premium version of the FlowRider, with some of the curling attributes of the epic FlowBarrel series of waves. The FlowCurl will allow you to shred, as if you were surfing at the most “rippable” spot in the world, Trestles, San Clemente. It is, in fact, a never ending Trestles wall, ready for destruction.



# WAVEOZ™

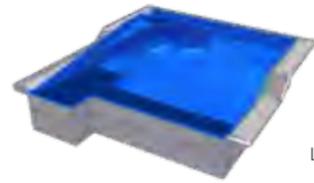
The idea for the WaveOz™ started many years ago, as the conceptual baby of our brilliant sheet wave engineers. The product was born from a simple stream of water hitting a mound, and was extrapolated into a powerhouse of flowboarding functionality. WaveOz will be the competition wave of the future, as the enormous ride surface will allow for a multitude of tricks to be performed on the liquid canvas. With the ability to create a wave “in the round” we could be talking about a 360 degree canvas to paint your flowboarding exploits on.



WhiteWater® and FlowRider® prohibit multiple riders unless a Flow Fence™ divides the wave

# FLOWBARREL® FIVE

What looks like a FlowBarrel®, rides like a FlowBarrel – oh wait – it is a FlowBarrel! The FlowBarrel Five is the younger Sibling to the FlowBarrel Ten, and while it has five more feet to look up to, it provides the same thrills and spills of the Ten.



**FOOTPRINT**  
Width 11m(36')  
Length 12.6m(42')

**TANK DEPTH**  
-1.8m (-6')

**CAPACITY**  
160-240  
rides/hour

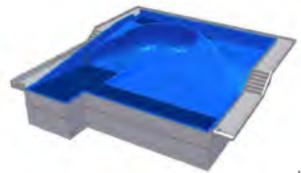
**WEIGHT**  
232,000kg  
511,000lbs

**TANK VOLUME**  
187,000 liters  
50,000 gallons

**ELECTRICAL RATING**  
400kW @ 530hp

# FLOWBARREL® TEN (CAN BE DOUBLED)

Surfers from prior generations have traveled the globe in search of the perfect wave. From Bruce Brown's epic travelogue "The Endless Summer" to the youth of today looking for blown out peaks to perfect their aerial attack, the goals have always been the same – maximize adrenaline. Please meet the adrenaline maximizer – the FlowBarrel Ten! Strap in and let's get barreled!



**FOOTPRINT**  
Width 15m(49')  
Length 16.5m(55')

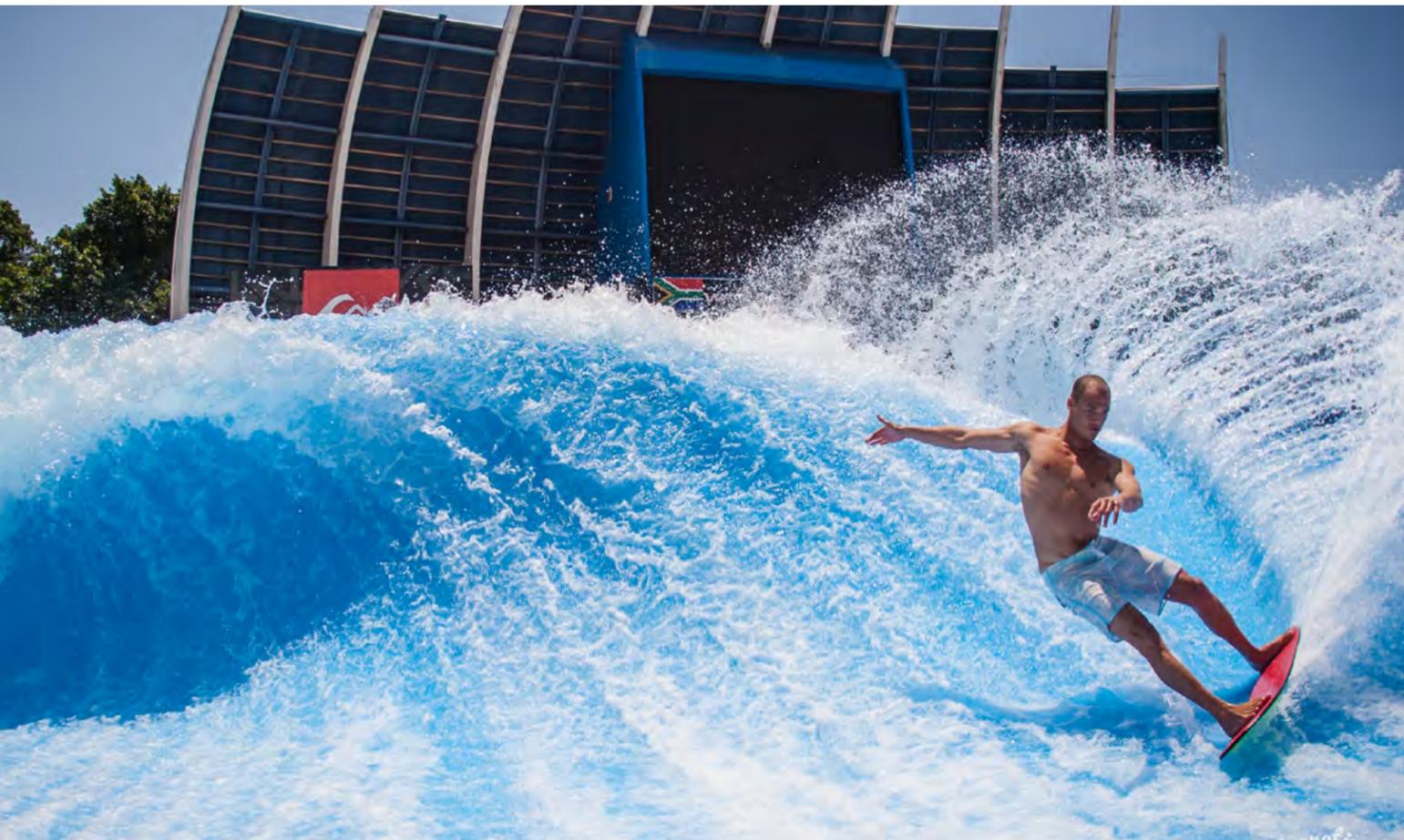
**TANK DEPTH**  
-3m (-10')

**CAPACITY**  
160-240  
rides/hour

**WEIGHT**  
507,000kg  
1,100,000lbs

**TANK VOLUME**  
454,000 liters  
120,000 gallons

**ELECTRICAL RATING**  
640kW @ 860hp



# PRODUCT SPECIFICATIONS

	FLOWRIDER® DOUBLE	FLOWRIDER® SINGLE	FLOWRIDER® JR.	FLOWRIDER® MOBILE	WAVE-IN-A-BOX SINGLE	WAVE-IN-A-BOX DOUBLE	FLOWCURL®	WAVEOZ™	FLOWBARREL® FIVE	FLOWBARREL® TEN
<b>ATTRACTION FOOTPRINT</b>	9.8m x 16.45m 32' x 54'	6.7m x 16.45m 22' x 54'	5.4m x 14m 18' x 46'	6.6m x 12m 20' x 40'	6.71m x 13.7m 22' x 45'	9.14m x 13.75m 30' x 45'	16m x 16.7m 52.8' x 54.8'	524 m2 5,640 sq. ft	11m x 12.6m 36' x 42'	15m x 16.5m 49' x 55'
<b>ADJACENT WALKWAYS</b>	1m(3'3") minimum	1m(3'3") minimum	1m(3'3") minimum	N/A	1m(3'3") minimum	1m(3'3") minimum	1m(3'3") minimum	1.5m(5') minimum	1m(3'3") minimum	1m(3'3") minimum
<b>HEIGHT AT BACK DECK</b>	+1.2m (+4')	+1.2m (+4')	+1.1m (+3.5')	+1m (+3.3')	+1.2m (+4')	+1.2m (+4')	+1.2m (+4')	+1.5m (+45')	+2.1 m (+7')	+3 m (+10')
<b>TANK DEPTH</b>	+1.1m (+3.5')	+1.1m (+3.5')	+1.1m (+3.5')	+1.1m (+3.5')	-1.36m (-4.5')	-1.36m (-4.5')	-1.8m (-6')	+4.4m (+14.4')	-1.8m (-6')	-3m (-10')
<b>CAPACITY</b>	320-480 rides/hr	160-240 rides/hr	160-240 rides/hr	160-240 rides/hr	160-240 rides/hr	320-480 rides/hr	160-240 rides/hr	720 rides/hr	160-240 rides/hr	160-240 rides/hr
<b>WEIGHT</b>	238,700kg 530,500lbs	161,300kg 362,000lbs	80,000kg 180,000lbs	75,000kg 165,000lbs	65,000kg 147,000lbs	99,700kg 223,000lbs	350,000kg 770,000lbs	800,000kg 1,760,000lbs	232,000kg 511,000lbs	507,000kg 1,100,000lbs
<b>TANK VOLUME</b>	221,000 L 58,400 gal	147,000 L 38,900 gal	75,600 L 20,000 gal	60,000 L 15,500 gal	45,500 L 12,000 gal	72,000 L 19,000 gal	300,000 L 75,000 gal	760,000 L 200,000 gal	232,000 L 511,000 gal	454,000 L 120,000 gal
<b>ELECTRICAL RATING</b>	180kW @ 240hp	90kW @ 120hp	90kW @ 120hp	90kW @ 120hp	90kW @ 120hp	180kW @ 240hp	225kW @ 300hp	770kW @ 945hp	400kW @ 530hp	640kW @ 860hp

The FlowRider® Products listed above comprise proprietary technologies covered by one or more of the following U.S. Patents and their foreign counterparts : US 8,641,543; US 8,550,926; US 7,951,011; US 7,666,104; US 7,547,255; US 6,676,530; US 6,491,589. Additional patents may be pending in the U.S. and issued and/or pending elsewhere.



# RETAIL GEAR

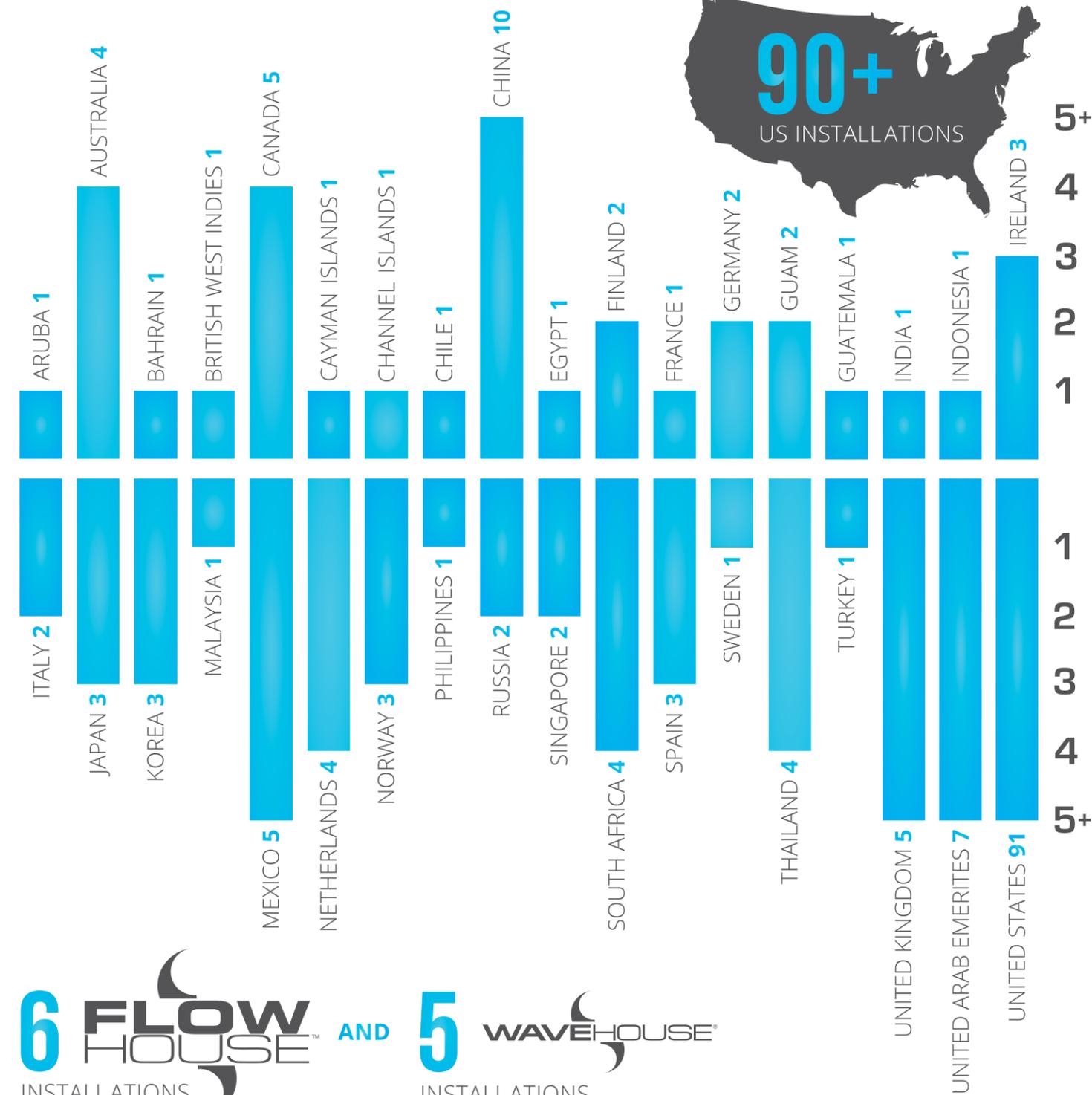
## ADD REVENUE TO YOUR VENUE

So you rode a FlowRider® and, as in any board sport, you want your own stick? No need to go further, unless it is to [flowridershop.com](http://flowridershop.com) to order one up! Why should you order a board from us? It is quite simple. Rob Chalfant, our retail manager, is the most knowledgeable person on the planet with respect to flowboard design and materials, and it is his crusade in life to bring the right board into your life. Want custom graphics? A personal touch? Help with making the right purchase? Just let us know, but if you know what you want – go online and order one up. What are you waiting for? In the meantime, we have the best, most diverse product line imaginable. Let us help solve your board dilemma, and then review the apparel selection for your yourself or your venue. We will provide the complete solution for you anytime, anywhere!



# OVER 180 INSTALLATIONS WORLDWIDE

NUMBER OF INSTALLATIONS PER COUNTRY



**6** FLOW HOUSE™ AND **5** WAVEHOUSE®  
INSTALLATIONS

WhiteWater is the world's largest designer and manufacturer of a diverse range of ORIGINAL products for the waterpark and attractions industry. We specialize in high quality waterslides, multi-level water play structures, wave-generating equipment, FlowRider® stationary surfing machines, harnessed attractions, interactive play and water rides. With reliable customer service representatives dedicated to each stage of the project, WhiteWater is the industry leader in concept to completion project execution.




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*It's our connection to the lifestyle that offers enduring value to your venue. Take the time to understand our product offerings, and how our lifestyle approach can generate reward beyond a financial return. We love what we do and look forward to sharing our passion with you.*

*Tom* Tom Lochtefeld  
FlowRider® Founder

Explore our full range of products:

**Waterslides**



**Interactives**



**FlowRider® and Waves**



**Attractions**



WhiteWater's After Sales & Service department is dedicated to helping its customers maximize the lifespan of their waterparks. [aftersales.whitewaterwest.com](http://aftersales.whitewaterwest.com)

[flowrider.com](http://flowrider.com)

[flowridershop.com](http://flowridershop.com)

[flowboarders.com](http://flowboarders.com)

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