



WHACK - A - LIGHT™

THE ULTIMATE REFLEX CHALLENGE



KOLISEUM

WHACK-A-LIGHT™

THE ULTIMATE REFLEX CHALLENGE

Irresistible and addictive gameplay

WHACK-A-LIGHT™ is a two-player reflex game where speed and precision determine the winner. Players must tap the lit buttons faster than their opponent to score points.

Three rounds with increasing difficulty: The light patterns and speed become progressively more challenging. The player with the highest score at the end of the third round wins!

GAME FEATURES:

Head-to-head competition for all ages

- Intuitive mechanics – no explanation needed
- Fast-paced and replayable matches that keep players hooked
- Dynamic lighting, sound effects, and increasing challenge

Customizable difficulty levels

- **Built-in control panel for quick adjustments**
- **Adaptable** sound settings for any environment
- Game duration configurable by the operator

Designed for maximum engagement:

Built for all ages, this fast-paced two-player game delivers high-energy, head-to-head competition in a fun and accessible format. Every match is a thrilling challenge with vibrant lights, dynamic sounds, and escalating difficulty.

Whether for arcades, family entertainment centers, events, or other venues, **WHACK-A-LIGHT™** guarantees high-energy gameplay and endless fun!

WHY CHOOSE WHACK-A-LIGHT™?

All the advantages for your venue

INSTANT FUN & HIGH REPLAYABILITY

WHACK-A-LIGHT™ is based on a simple, intuitive concept that requires no explanation. Players instantly understand the game and often play multiple times per session — generating additional revenue.

AUTONOMOUS OPERATION – NO STAFF REQUIRED

WHACK-A-LIGHT™ runs entirely on its own, with no staff supervision needed. Its plug-and-play design makes it ideal for unattended locations or venues with limited staffing.

COMPACT SIZE & SPACE OPTIMIZATION

With a small footprint, **WHACK-A-LIGHT™** fits even in the tightest spaces. Ideal for high-traffic areas, it turns unused corners into revenue-generating zones with fast and spontaneous gameplay.

DURABILITY & LOW MAINTENANCE

With no complex mechanical parts, **WHACK-A-LIGHT™** is built to last. It requires virtually no maintenance — even under intensive daily use.

FAST REVENUE & IMPULSE PLAY

With an affordable game price and short duration (90–120 seconds), **WHACK-A-LIGHT™** encourages spontaneous gameplay, increasing overall revenue without competing with other attractions.

HIGH ROI

Thanks to its low purchase cost, **WHACK-A-LIGHT™** is a highly profitable investment and a perfect complement to premium attractions. With an ultra-fast ROI, it quickly generates returns while producing passive income.

ROI CALCULATOR

Try our online ROI calculator
to estimate your potential revenue in just a few clicks!



<https://koliseum.com/roi-whack-a-light/>



TECHNICAL SPECIFICATIONS

Built for commercial use

STANDARD CONFIGURATION

- **Number of players** : 2
- **Game duration** : Configurable by the operator
- **Throughput** : ~60 players per hour (2-minute game sessions)
- **Footprint** : 2 m² (including players)
- **Weight** : 35 kg (77 lbs)
- **Dimensions** :
 - **Without legs** : 100 cm × 62 cm × 29 cm (39.37 in × 24.41 in × 11.42 in)
 - **With long legs** : 100 cm × 62 cm × 90 cm (39.37 in × 24.41 in × 35.43 in)
 - **With short legs** : 100 cm × 62 cm × 74 cm (39.37 in × 24.41 in × 29.13 in)
- **Power supply** : 220V, 5A / 110V, 10A
- **Payment system** : Ready for card reader integration



SEAMLESS INTEGRATION & CUSTOMIZATION

A flexible solution for any environment

EASY INTEGRATION & MAINTENANCE

- **Plug-and-play installation:** No technical expertise required.
- **Adjustable settings:** Difficulty and sound levels can be adapted to any location.
- **Payment system:** Ready for integration with card readers and your existing systems.
- **Built to last:** Designed for heavy use
- **Low maintenance:** No complex mechanical parts

POWERFUL PROMOTIONAL TOOL

WHACK-A-LIGHT™ can double as a strong promotional tool. Create daily challenges such as “Beat today’s score and win a free drink!” to drive engagement, increase replay value, and generate additional sales.



OPERATIONAL VERSATILITY

Proven performance across all environments

DESIGNED FOR A VARIETY OF VENUES

Leisure Centers & Arcades

- Perfect complement to main attractions
- Optimizes walkways and compact spaces
- Drives traffic to other services

Gaming Bars & Social Cafés

- Ideal for energizing themed nights and parties
- Attracts dynamic, challenge-seeking crowds
- “Score of the Day” challenges drive repeat visits and upsells

Hotels & Restaurants

- Engaging entertainment in lobbies, kids’ areas, and waiting zones
- Memorable and differentiating guest experience
- Generates additional revenue without extra staffing

Shopping Malls

- Interactive entertainment in waiting or transit areas
- Increases dwell time on-site
- Generates traffic to nearby retail zones

Private Events

- Fun and original entertainment for birthdays, weddings, private parties
- Suitable for all ages – no learning curve required
- Easy to transport and set up (ideal for event rental)

Corporate & Events

- Unique and engaging team-building activity
- Enhances break areas with short, energizing gameplay
- Perfect for informal internal competitions and quick mental resets
- Standout attraction at trade shows and fairs

Senior Facilities, Rehabilitation & Accessibility-Friendly Centers

- Accessible gameplay with intuitive, no-learning-curve interface
- Adjustable difficulty levels tailored to different physical and cognitive abilities
- Stimulates coordination, reflexes, and cognitive activity in a fun way
- Encourages social interaction, laughter, and repeat engagement

LAUNCH YOUR PROJECT

The compact reflex game that boosts your revenue instantly

WHY ACT NOW

Compact & profitable – Maximize your revenue in just 2 m²

Ultra-fast ROI – Earn passive income from day one

Plug-and-play – Simple setup, no staff required

Inclusive fun – Suitable for all ages, from kids to seniors

NEXT STEPS

1. **INITIAL CONTACT** Let's discuss your location and goals. Free consultation to assess if Whack-a-Light™ is the right fit for your venue.
2. **DEMO VIDEO** Watch the gameplay in action and see how it attracts and entertains players in real-world settings.
3. **COMMERCIAL OFFER** Receive a custom quote with full details: machine configuration, pricing, delivery, and optional support services.
4. **DELIVERY & INSTALLATION** Fast delivery with plug-and-play installation. We'll guide you remotely or on-site (on request) to ensure a smooth start.



WHACK-A-LIGHT™ delivers high-energy gameplay and transforms small spaces into high-performing revenue zones.



THANK YOU

KOLISEUM by Kynoa SA

59 Route des Jeunes
1212 Grand-Lancy / Geneva,
Switzerland

contact@koliseum.com

+41 22 558 88 98

www.koliseum.com

