



NEW PRODUCTS · 2026

Photo Ops.

Immersive 3D photo opportunity installations for waterparks, theme parks, resorts and family attractions.

WE CREATE SPACES AND ART FOR LEISURE



Turn your guests into your best marketing.

Today's guests do not just visit attractions, they share them. Every photograph becomes a personal advertisement for your park. Our custom-designed 3D photo opportunity installations turn ordinary guest photos into shareable social media moments, guest-generated content and branding opportunities.

— WHO WE ARE

Amusement *Logic*

A Spanish company founded in 1996 and headquartered in Valencia. We design, develop and build leisure spaces all over the world under a turnkey model: planning, design, architecture, engineering, 7D BIM and full construction.

Over 300 completed projects across China, Russia, the Middle East, Europe, the Caribbean and the USA back our ability to take the client from concept to opening day through a single point of contact.

1996

YEAR
FOUNDED

+300

COMPLETED
PROJECTS

5

CONTINENTS
REACHED



— THE PRODUCT

Sculptural *experiences*, not flat backdrops.

Amusement Logic Photo Ops are oversized three-dimensional installations designed to become a destination inside the park. Each piece is conceived as a habitable set: guests do not just stand beside them, they step into the experience.

- Higher guest engagement
- More social media exposure
- Stronger emotional memories
- Increased repeat visitation
- Free organic marketing for your park

— WHAT MAKES US DIFFERENT

Fully *immersive* 3D designs.

Every installation is a sculptural, dimensional experience built to a professional park standard, not a photo backdrop. Six attributes define our standard:

- | | | | |
|-----------|-----------------------------------|-----------|--|
| 01 | Oversized themed characters | 02 | Integrated interactive elements |
| 03 | High-impact textures and modeling | 04 | Bright family-friendly color palette |
| 05 | Durable outdoor construction | 06 | Designed specifically for theme and waterpark environments |



Built for *every* environment.



WATERPARKS

- Splash zones
- Kids areas
- Entrance plazas
- Lazy river hubs
- Cabana districts



THEME PARKS

- Family-themed areas
- Seasonal festivals
- Character zones
- Event activations
- Queue entertainment



RESORTS & ATTRACTIONS

- Hotel lobbies
- Beach clubs
- Retail districts
- Birthday zones
- Event spaces

Four *levers* of return.

01

More social sharing

Photo-worthy installations naturally encourage Instagram posts, TikTok videos, family selfies and guest tagging of the park. Every photo turns into organic online reach.

02

Longer guest dwell time

Interactive environments keep families engaged longer in key revenue areas, translating into higher spend on F&B, retail and ancillary services.

03

Higher guest satisfaction

Memorable photo moments increase the perceived value of the visit and reinforce intent to return, one of the most relevant KPIs for the operator.

04

New sponsorship opportunities

Branded Photo Ops enable partner activations, seasonal promotions, retail tie-ins and event sponsorship revenue without additional civil works.

Wildlife & creatures

05 MODELS · ANIMAL SETS

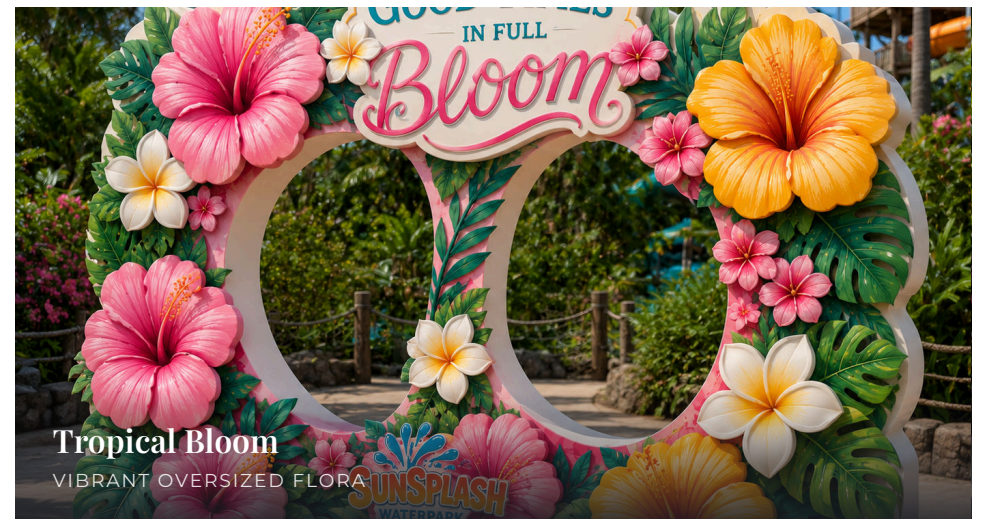


Fantasy *worlds*



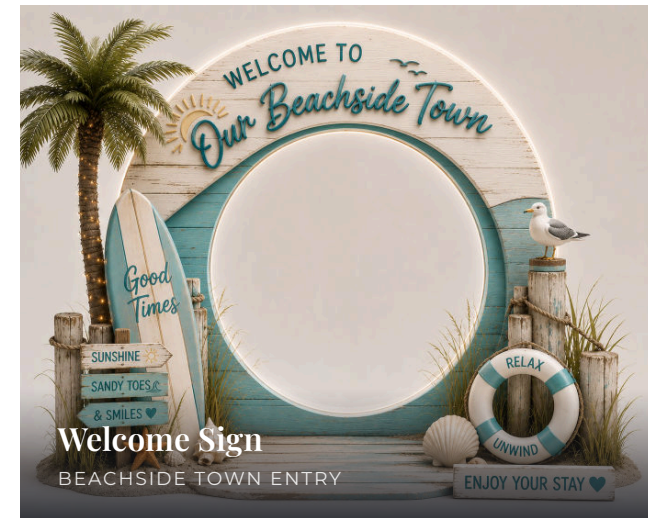
Nature & floral

04 MODELS · BOTANICAL SETS



Beach & sea

06 MODELS · COASTAL AND WATERPARK SETTINGS



Seasonal & *events*

05 MODELS · CALENDAR AND CELEBRATION



Attractions & *bespoke*

ICONIC MODELS · CUSTOM DESIGN



— CUSTOM DESIGN

Fully customized concepts.

Beyond the catalog, we develop bespoke Photo Ops tailored to your IP, brand identity or seasonal campaigns. Our multidisciplinary team of architects, engineers, concept artists and consultants works from a single brief to deliver a one-of-a-kind piece, ready for turnkey installation.



— FULL CUSTOMIZATION

Your brand, built *into the piece.*

Every Photo Op can integrate the park's name, logo and color palette from the outset, not as a later add-on but as part of the 3D set itself. Signage is modeled and painted along with the piece, multiplying the branding effect in every shared photo.

IP ADAPTATION

Integration of in-house characters, licenses and official park mascots.

PARK BRANDING

Name, logo and corporate palette integrated into the 3D modeling.

SEASONAL EVENTS

Interchangeable variants and kits to activate campaigns and seasons.

CUSTOM DIMENSIONS

Scale adapted to the site, guest flow and park zone.

Professional *park-grade* construction.

01

Outdoor materials

Components selected to withstand years of intensive outdoor use without structural or aesthetic degradation.

02

UV-resistant finishes

Paints and coatings formulated to retain color and texture under prolonged sun exposure.

03

Waterpark-safe construction

Construction compatible with waterpark operation, splash zones and high-humidity environments.

04

High-throughput flow

Geometry designed to absorb guest rotation in queue areas without bottlenecks.

05

Low maintenance

Construction details engineered so park operations can clean and preserve the piece with minimal effort.

06

Custom sizing

Each piece is fitted to the space, height and sightline constraints of the actual park site.

— THE RESULT

*Because the best marketing is
the photo your guests want to
share.*

AMUSEMENT LOGIC · PHOTO OPS

— LET'S TALK

Let's create your next *iconic* guest experience.

We are at your service.

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We create spaces and art for leisure.