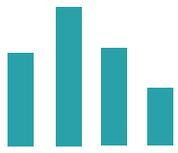


Yalp Fono

The Interactive Dj booth





A new way to play

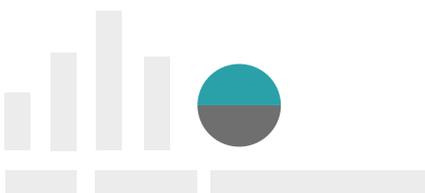
What is the Yalp Fono?

The Yalp Fono is an entirely new kind of play set; developed especially for **teenagers**. In order to meet their unique and often misunderstood demands, Yalp developed the Yalp Fono: a **DJ-table, made especially for the outdoors**.

The Yalp Fono allows teenagers to play, mix, and share the music on their mobile phones. In the end, however, it is much more than just a DJ-table. It is an overall **meet and hangout spot** for teenagers.



Reference location: Yalp Fono at skatepark in Emmen,
The Netherlands



Music and effects

The Yalp Fono amplifies sounds coming from the speaker of your mobile phone, no Bluetooth or cable connection is required. This way there is no limit to the music and variety. Yalp Fono therefore also stays new, fresh, and exactly what it needs to be.

A lot is possible on the Yalp Fono; here are a few examples:



LOOP

Loop: Yalp Fono records 10 seconds, then plays on repeat.



CROSSFADER

Crossfader: The crossfader regulates the balance between two channels



VOLUME

Volume: Alter the music volumes



FLANGER

Effects: Choose various effects through the touch-sensitive pads



PITCH

Pitch: High and low tones can be filtered



SCRATCH

Scratch: The famous DJ-effect, whereby the sound of scratching vinyl is emulated



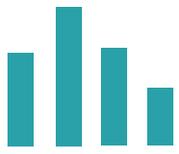
VIDEO : "Yalp Fono impression"
www.yalpinteractive.com/Fono



Reference location: Yalp Fono at Bijlmerpark in Amsterdam, The Netherlands

“The first time testing the Yalp Fono in the Bijlmerpark, the kids joined in right away. It’s been a huge success ever since.”

Oscar Hulscher, Policy maker Amsterdam - The Netherlands



A new way to play

Meeting spots for Teenagers

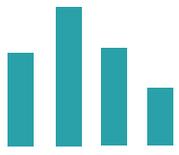
It is very difficult to tailor to the needs of teenagers, which starts as soon as **they outgrow elementary playground facilities**. For centuries, young adults and teenagers have been meeting one another outdoors, and often conglomerate on squares and other areas. This includes play areas. More often than not, this results in neighbourhood complaints and irritations. The solution to all of this, is the creation of an area that inspires teenagers, and actually gives them something to do. Something they actually like doing. **Reducing neighbourhood complaints and irritations** improves the quality of life for all residents, and all demographics.

The Yalp Fono is a solution towards the creation of inspiring meeting areas, with a **robust outdoor DJ-table** at its core. Music and DJ-ing is something very much alive with today's youngsters. The Yalp Fono brings the DJ-table back to its roots: the streets. The **Yalp Fono challenges and stimulates teenagers** to share, play and perform their music on the streets, all the while enjoying socialising with their friends.





Reference location: Yalp Fono at pop-up playground Amsterdam city center, The Netherlands



A new way to play

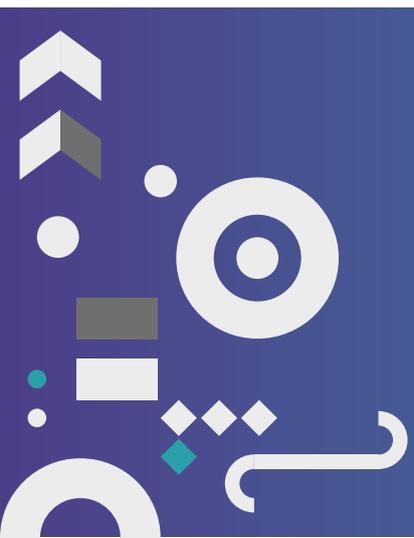
Keep up with the times

The youth of today need playing solutions that match the present. Children and most certainly **teenagers are difficult to entice to go outside to sport, exercise or even meet with friends**. Furthermore, every child is drawn to different types of sports and has diverse interests. Yet it is very important for a community to trigger this group of young people and give them a place where they can socialise, without being of any nuisance to the neighbourhood. **It must sound familiar, teenagers that cause trouble in their neighbourhood**. In development, the product designers at Yalp looked at what engages young people worldwide. Dancing, showing off, music and using their mobile phone combined with one of the coolest professions, 'mixing music like a DJ' resulted into the Yalp Fono. A hangout developed to **meet the needs of todays youth**, the Yalp Fono Dj-table challenges the youth to be creative, show their dancing skills and mix their own music.

Meet the teenagers demands

The Yalp Fono outdoor DJ-table meets teenagers demands, including the perpetual use of mobile phones, the listening to and sharing of music, and of course socialising and hanging out with friends. **It works very simply**: have music playing from your phone speakers, and put your phone on the designated spot on the DJ-table. The Yalp Fono picks up the sounds, and amplifies it. Next, music can be mixed and **effects can be added**. The Yalp Fono stays up to date, as teenagers bring their own music.

A real DJ always needs an audience, and a music hungry crowd needs a DJ that plays their favorite music. The Yalp Fono is a full hangout spot, including a roof, chill out bars, and can be perfectly extended with benches, and a dance floor. It **fits perfectly next to sports arenas, basketball fields, and urban settings**. This way it tailors to a broad teenage audience.



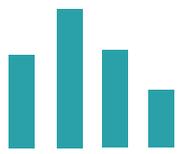
“A well-developed product for an audience that still does not get enough attention.”

Hans van Leeuwen - Jury member Pleasureworld Noviteiten Award



VIDEO : "How does it work?"
www.yalpinteractive.com/Fono

Reference location: Yalp Fono in front of elderly home in The Hague, The Netherlands



A new way to play

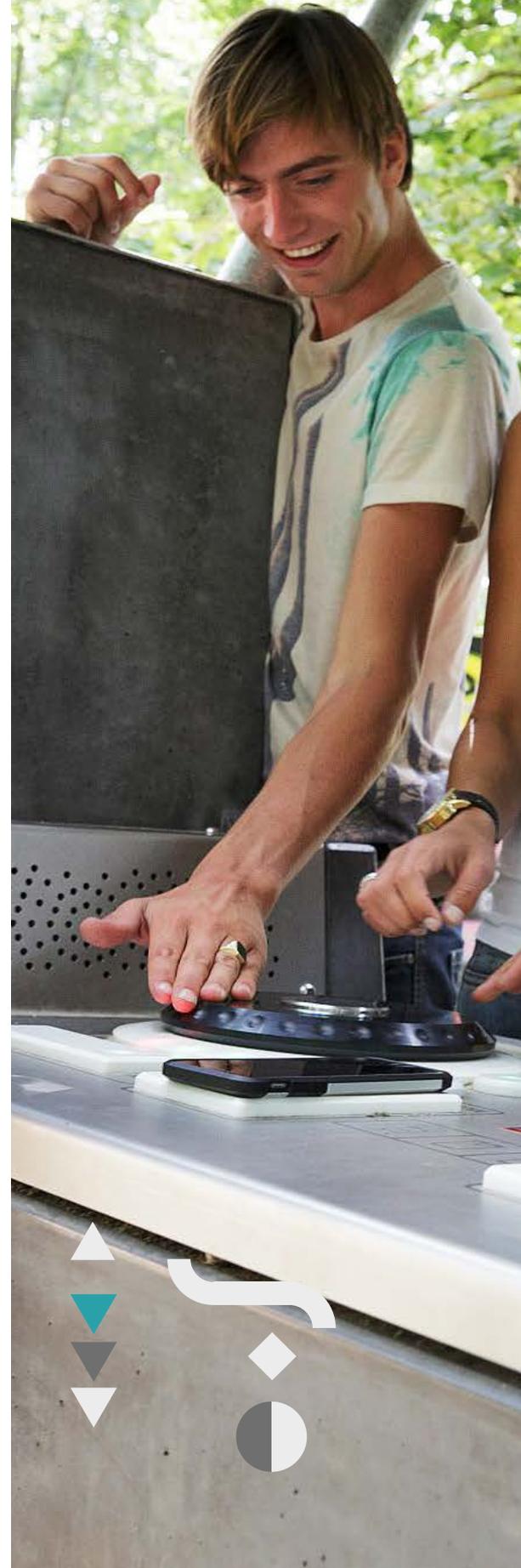
Yalp Fono at Center parcs

In the midst of stiff competition, Center Parcs (holiday parks) are not standing still. They are taking active strides towards realizing over 60 new activities across its parks in 2015. All of these are **aimed at creating a stronger and more mention worthy experience**. In order to tailor to the growing target market of teenagers, Center Parcs chose to place 12 interactive playsets in 6 of their holiday parks across Western Europe.

This includes The Netherlands (De Eemhof & De Kempervennen), Belgium (De Vossemeren), Germany (Bispinger Heide), and France (Le Lac d'Ailette & Le Bois aux Daims). The interactive playsets of choice were the interactive football wall (Yalp Sutu) and outdoor DJ table (Yalp Fono). "With the Yalp Sutu and Yalp Fono, we are now able to entertain the teenagers accompanying their families during their visits."

It was very difficult to actually find something for this target group, because they're very hard to please. **After all, teenagers just want to "chill out," and meet new friends; while wanting nothing more than to escape their parents' supervision,**" explains Ruud Rerink - Product Development Manager at Center Parcs. "In addition to the Yalp Fono, we have started offering an animation program that includes a Pool Party, and DJ-workshops."

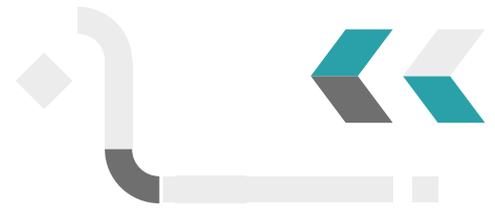
After an absolutely stellar season, all park managers are looking back on their investments very positively. Many of the Center Parcs interactive play sets are within the top-10 most played worldwide. "The guests love it, and the playsets are literally used non-stop; every day of the season, says Ruud. The playsets are highly reliable, and they've proven absolutely vandalism-proof. Yalp has also been very helpful all along the way, while giving us free consultation during the process."







Reference location: Yalp Fono at Center Parcs Kempervenne, Westerhoven, The Netherlands



Technical Details

Wireless - No internet or other connection required! All you need is music playing from a mobile phone speaker. This way the Yalp Fono is always ready to play.

Adjustable Settings - You can adjust and control your own Yalp Fono. For instance (automatic) On / Off times, and volume settings. No worries about noise pollution.

Vandalism-resistant and all-weather proof - The Yalp Fono is specifically designed for heavy-duty outdoor use. It is all-weather proof and vandalism resistant. The electronics are safely tucked away, and the base is made out of highly dense concrete. It weighs more than a car (1500KG).

Power sources - The Yalp Fono comes in both a regular (mains) powered, and a solar powered version.

Dutch design - RedDot Winner! In 2014, Yalp's own R&D team won the RedDot award! This is widely acknowledged as worlds' most prestigious design award. It is considered "The Oscars of the design industry." Previous RedDot winners included Apple, BMW, and Nike.





Reference location: Yalp Fono at skate park, Amsterdam, The Netherlands



A new way to play

Amsterdam invests in tough neighbourhood

The Bijlmer in Amsterdam is widely known for its urban aesthetic, and its tough neighbourhoods. The Amsterdam municipality decided to invest back into the area with the Fono outdoor DJ-booth. Just like any other city in the Netherlands, **the city district is having a hard time inspiring teenagers** to get outdoors and live an active lifestyle. And when they do go outside, it's even more difficult to ensure they spend their time constructively and in a positive manner - both for themselves and their surroundings. The Fono is shown to be a great solution towards these issues.

Reaction of a teenager from the neighbourhood: "I am impressed the city gave us the Yalp Fono - it makes us feel like they really did it for us personally, and took special care and did something extra for us."

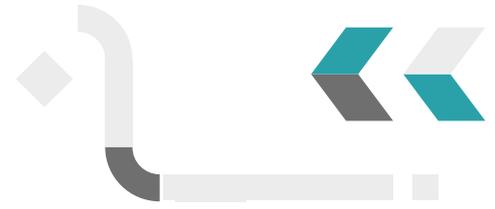
Teenagers already carry mobile phones, listen to music and socialize. The Yalp Fono works with these trends, and thus allows teens to do something they actually like. **The teens acknowledge this and are truly thankful.** Yalp Fono allows teenagers to get together in a positive way, and express themselves freely. Not only is it an absolute blast, they get to **develop valuable skillsets and enhance their creativity.**

Oscar Hulscher, policy maker for South-East district, states: "The first time I tested the Fono in the Bijlmerpark, the youth approached me immediately and they all wanted to try it out for themselves. They figured it out much faster than I could, and **within a few minutes they created their own little party.** It was great to see their smiling faces. They couldn't believe it was there to stay and for them to enjoy."





Design service



Does your school playground need an upgrade and you need help with the design? Or do you have questions about safety regarding the public space? Our employees are playground experts and know all about sports and playing in public spaces, the leisure industry, retail business, sport areas, etc.



Step 1 - Defining requirements and wishes

Defining the requirements and your vision for a sport or playing area, will take place in an initial conversation by phone or email. Together with one of our advisers we'll determine which playing values and elements should be part of your play area. Also budget, safety measures and feasibility will be taken into account. Our advisor will accompany you throughout the entire process.

Step 2 - Design

Our playground design team will create a design plan, that meets your desires. This can be either a complete design plan for the entire area or a customization design sketch of the interactive play set.

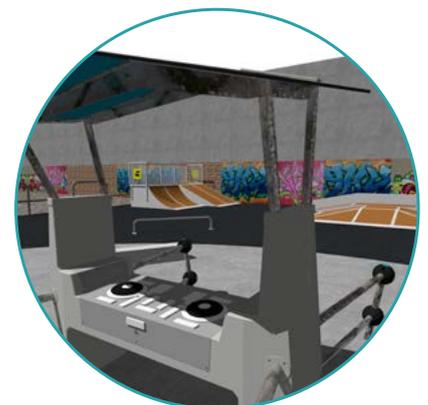


Step 3 - Project support in realization

We work with a network of partners and distributors in over 18 countries. Yalp will get in touch with the nearest Yalp interactive distributor, arrange the project design transfer and export of the interactive product for the realisation of your playground.

Step 4 - 5 year warranty and service

Customer satisfaction is very important to us. We want every customer to be happy with our products. Therefore we provide a warranty and service licence of 5 years, to make sure you can enjoy the product worry-free. Furthermore, our export managers can be reached for help and support at any time.





A new way to play

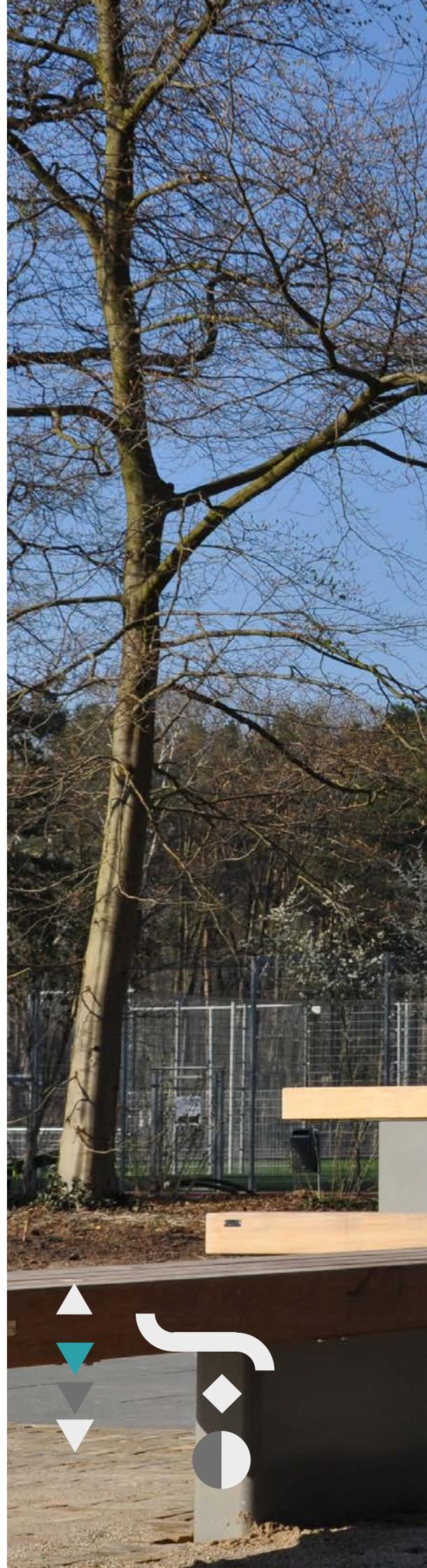
Yalp Fono Design edition

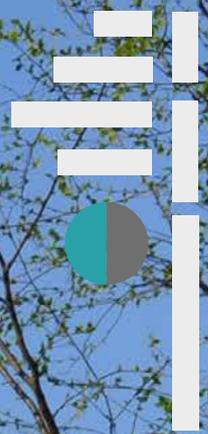
Properly equipped public area facilitate social cohesion. In collaboration with urban and park furniture producer Grijsen, Yalp developed **the 'Design Version' of the Yalp Fono**. Solid wooden street furniture is joined to steel frameworks and concrete bases, and of course the outdoor DJtable, which turns 'regular' open area into a true asset.

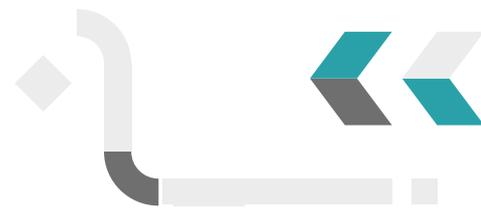
The combination of wood, concrete and steel gives this design edition a tough, solid, yet refined look. The Yalp Fono is available in various pre-defined formats, but also in **individually customizable elements**. This allows you to "build your own Yalp Fono." The concrete DJ-Table is the base, to which **one or multiple benches, chill bars, tables, and even a dancefloor can be added**.

Plane II is a furniture line with a solid and modern look. Thanks to its rounded corners it exudes a friendly character. Yet the solid wooden beams and steel framework makes it very solid. Choose from **5 standard models**. Or **customize your own Yalp Fono** by mixing and matching elements below with the concrete DJ-table base.

Ask us about all Yalp Fono Design options.
www.yalpinteractive.com/contact







Frequently asked questions about interactive sports and play

We sport less and less outdoors. We spend a lot of our spare time in front of the tv or computer. Interacting with a computer and the excitement to reach a higher level in a computer game is addictive. This effect is also used for interactive sports and play. The digital temptations are converted to encourage children to exercise more. but what is interactive sporting and playing really? We asked our product developers Rob Tuitert and Thomas Hartong.



reddot award 2014
winner

1. Electronics outdoors, are you sure that's vandalism proof?

The interactives are developed to withstand the tough conditions outdoors, according to EN 1176: 2008. All electronic components are housed in a solid steel or concrete construction. More than 300 installed interactives show that a computer in the public space is not a problem at all and that the **products developed by Yalp are certainly vandalism proof**. Examples are the Sutu Football wall at the Newtonplein in the Hague and the Fono Dj booth at Bijlmerpark in Amsterdam.

We have designed every detail to **withstand every weather and usage condition**. The product is made of high quality materials. All products have passed the vandalism tests with great success. For example, the **impact resistance** (A 50kg weight being dropped 1000x times onto the interactive), resistance at temperature differences (-35 ° C. to + 85 ° C.) and the resistance to shocks were successfully tested. We are convinced by the quality of our products, therefore every product comes with a **5 year warranty and service** licence.

2. Will the Yalp Fono cause any noise nuisance in the neighbourhood?

The answer is no. The highest volume and on / off times of the DJ booth are set by Yalp during installation. To prevent sound to carry far, the Fono is designed with sides of concrete and speakers directed inwards, to keep **sound mainly focused at the DJ playing the Fono, and the near audience**. The minimum sound level of the Fono in use is around 60dB (same as a normal conversation). The maximum sound level of the Fono in use is around 95 dB (same as a high volume stereo). As a rule of thumb, we advise not to place the Fono within 50 meters of the nearest residence.

3. Interactive sports and play is new, is it fully developed and properly functioning?

The World's first interactive playset was launched by Yalp in 2006. Meanwhile, interactives such as the Yalp Sona have been placed in **over 300 locations worldwide**, and have won a great deal of awards. And we're not done developing by a long shot! Our product portfolio will only broaden and deepen in the coming years.

The unique play solutions Yalp has created have not gone by unnoticed. We have received the following honours and awards:

- Red Dot Design Award 2014 - Yalp Fono Dj booth
- EU Profit Innovation Award 2013 - Yalp Memo Activity zone
- Pleasureworld Novelty Award 2012 - Yalp Fono Dje booth
- Building Holland Award 2012 - Yalp Sutu Football wall
- Leisure & Sport Totaal Award 2009 - Yalp Sutu Football wall
- Pleasureworld Novelty Award 2009 - Yalp Sutu Football wall
- Pleasureworld Novelty Award 2006 - Yalp Sona Play arch

4. Why interactive sports and play?

Interactive play is the link between the digital and real world. The game world challenges, brings variety and innovation in games. The real world brings, among other things, physical exercise outdoors and social interaction. So the best of both worlds.

Our interactive products bring the solution towards today's challenges, we live in a fast changing world with increased digitalisation. With our interactive products, we are **meeting the demands of this new reality and the new generation**, while ensuring the benefits of outdoor play. A swing or slide simply isn't enough for today's generation anymore.



VIDEO : "What's the trick?!"
www.yalpinteractive.com/Fono



A new way to play

Examples of ideal locations:

- ✓ Create teenage hangouts in cities and **public areas** like parks and squares
- ✓ Add a cool way to play music at your **sports facilities**
- ✓ Turn your **museum or attraction** into an interactive experience
- ✓ Create an attractive teenage area at **campings and holiday parks**
- ✓ Engage more students in a new way at **secondary schools**
- ✓ A new **meeting place in a neighbourhood** that creates coherence
- ✓ Attract more teenagers and young adults at a **family entertainment centre**
- ✓ Provide a unique hangout at **skateparks**, as music is a huge part of the skate community



Get in touch

Yalp is a global distributor of interactive sport and play equipment. We can assist you in creating a playground design, following your capabilities and wishes. Our consultations are free and without any obligation.

Yalp has a wonderful location, with various interactive playsets installed. You are more than welcome to come by and try them out for yourself.

Feel free to contact us directly at any time.

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“Give young people a place where they have something to do. Dance, show, music, and use their mobile phone.”

Rob Tuitert - Product designer at Yalp