



SUCCESS STORY



TRANSFORMING THE UNDERSEA EXPERIENCE

Malta National Aquarium: Explore the undersea world

In the heart of Malta lies a gem of marine conservation and education: the Malta National Aquarium. Established in 2013, it stands as the largest and most acclaimed aquatic destination in the country. It features 51 tanks showcasing Mediterranean and Indo-Pacific marine life.

Beyond its role as a tourist attraction, the aquarium serves as a hub for education, inviting visitors of all ages to explore the delicate balance of marine ecosystems through meticulously themed zones and interactive exhibits. Through educational programs and community engagement initiatives, the aquarium strives to foster a deeper understanding and appreciation for the ocean's wonders, ensuring its preservation for generations to come.

Seeking to Enhance the Visitor Experience

Despite its reputation and popularity, the Malta National Aquarium recognized the need to innovate and increase its offerings to meet the evolving expectations of its visitors. With a desire to engage visitors on a deeper level and extend their time spent at the aquarium, the management team embarked on a quest to find a new immersive experience that would complement its existing exhibits and add a new dimension to the visitor journey. Compounded by the challenge of limited space, the aquarium faced the dilemma of transforming an unused storage room, measuring just 40m² in full-length configuration, into a captivating and immersive experience for guests.



The Birth of a Game-Changing Partnership

The collaboration between Triotech and the Malta National Aquarium marked the beginning of a new era in edutainment experiences. As discussions occurred, it became clear that Triotech's Dynamic Explorer, a media-based motion cabin simulator, was the ideal solution to the aquarium's quest for innovation. This compact and turnkey solution can be seamlessly integrated into an existing infrastructure, maximizing space without the need for extensive construction.

The Dynamic Explorer ensures accessibility for wheelchair guests, which promotes inclusivity and accommodates diverse visitor needs. Designed to enthrall audiences of all ages, this immersive journey appeals to families seeking captivating and thrilling experiences that foster group engagement and create lasting memories.

By leveraging Triotech's expertise in edutainment and the Malta National Aquarium's dedication to marine conservation, the Dynamic Explorer emerged as a game-changing experience that would redefine the visitor journey.

“ This cutting-edge attraction aligns seamlessly with our mission to inspire a deeper understanding and appreciation for marine life. The collaboration with Triotech has resulted in an immersive journey that goes beyond entertainment, offering our visitors an enriching experience that fosters awareness and respect for the wonders of the ocean. We are excited to provide a unique and educational adventure for our guests.

— **Mark Pace,**
Director of Sales and Marketing at Malta National Aquarium





An Immersive Adventure Like No Other

“The Deep Explorer,” invites guests of all ages on an immersive and educational 3-minute journey through the mysteries of the undersea world. This captivating experience begins as groups of up to 20 visitors embark on a simulated descent into the depths of the abyss, where they are immersed in the wonders and beauty of marine life.

However, the expedition takes an unexpected turn when a giant squid emerges, disrupting the tranquility of the exploration. This surprising encounter adds an exciting twist to the adventure, strengthening guests’ bond with the captivating beauty of the ocean and leaving them mesmerized by its mysteries.

To enhance the immersive experience, the cabin is themed and equipped with advanced motion systems and special effects. These include smoke, strobe lights, trap doors, and dynamic lighting, all designed to enhance the 360° immersion into the underwater world of the 9-square-meter (97 sq.ft.) cabin. Every detail is carefully crafted to create an authentic and engaging adventure that captivates the senses and sparks the imagination for all who embark.



Redefining the Future of Immersive Edutainment

Beyond its entertainment value, the Deep Explorer has proven to be a powerful tool for enhancing the visitor journey at the Malta National Aquarium. Strategically positioned within the visitor path, the attraction extends visitor dwell time, enhancing overall satisfaction by offering a diverse range of experiences throughout the day. Leveraging its media-based format, the Dynamic Explorer boasts the flexibility to upgrade experiences in the future with additional movies at the push of a button, ensuring continued excitement and variety for visitors.

Moreover, serving as an “Instagrammable” experience, the Dynamic Explorer cultivates unique and shareable moments, driving social media engagement and amplifying the aquarium’s online presence through user-generated content. Triotech’s Dynamic Explorer not only enriches the visitor journey but also contributes to the sustained success and promotion of aquarium destinations worldwide.

As the sun sets over the azure waters of Malta, the Malta National Aquarium stands as a testament to the power of collaboration, innovation, and imagination. Through its partnership with Triotech, the aquarium has not only elevated the visitor experience but also fostered a deeper appreciation for the wonders of the ocean. As visitors embark on their journey through the undersea world, they are reminded of the importance of conservation and the role that immersive entertainment can play in inspiring positive change.

About Triotech

Triotech is the creator of award-winning immersive and interactive media-based attractions for the entertainment market. With thousands of attractions and games deployed in 65 countries across all continents, more than 985 million guests have lived a Triotech experience over the last 20 years. Triotech creates attractions such as Interactive and 4D Theatres, Dark Rides, VR attractions, Flying Theaters, Walkthroughs, Dark Coasters, edutainment experiences, and a multitude of coin-op games. Triotech offers integrated turnkey solutions including content developed in its own studio in Montreal, Canada. Founded in 1999, Triotech is a privately held group with over 200 employees deployed in Canada, Europe, the USA, and Asia.

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