



Hubbster

Play . Together



Play . Together

Hubbster brings play to public space for fun, fitness and social connection. The 'Hubs' are rugged boxes accessed via a smart lock to make it easy for people to access games and recreational gear, 24/7.

18 different games and activities are available for selection based on the unique needs of the client, space or community.

All games and training gear are the best quality and are carefully curated to provide the ultimate experience.

Hubs are battery-driven, easy to install and intuitive to use.



How does it work for users?

- Locate Hubbster.
- Follow instructions on sign or QR Code to download the app.
- Create a profile including credit card for non-returned items.
- Open the Hubbster box via the app.
- Have fun.
- Return the gear within the time limit.

How does it owners?

- Ask us to assist with plans [city-wide, neighbourhood, locations, activities and complementary equipment].
- Purchase Hubbsters.
- Install by your contractors or Parklife.
- Owner's Dashboard, Service App, Cleaning Kit and Maintenance Manual provided.
- Ongoing digital service provided by Hubbster. Ongoing maintenance by your contractors and/or Parklife.

The Hub

There are three sizes - small, medium and large - and they are specifically designed around the object based on the Poka-yoke design principle. Made from stainless steel by a safe manufacturer and powder coated with robust finishes, the Hubs are rugged and robust and have been stress-tested to outlast weather and the extremes of the public space environment to ensure play long time into the future.

Carefully Curated Objects

The goal is to provide amazing experiences for users. That's why the hubs are kitted out with the highest quality games and objects available on the market. Hubbster provided replacement equipment on an ongoing basis to maintain the highest quality experience.

built to last = shareable

great design = ultimate user experience

social = a conversation starter



Communities that play together, stay together.

The Guardian



Small Hubs allow users to enjoy TRX, Chess, Backgammon, Mahjong, Scrabble, Dominoes and Go.



Medium Hubs allow users to play Petanque, Ping Pong, Bocce, Beach Volleyball, Street Basketball, Football, Swing Ball, Kubb, and Möllky.



Large Hubs allow people to play Croquet and Skateboarding.



TAMPER PROOF

The Hubs are built to last. Manufactured by a safe deposit manufacturer, they are built following high security standards in reinforced 4mm stainless steel.

INTERNET OF THINGS (IoT)

The games are IoT enabled in order to track their use and to secure that they don't disappear. Data can be used to determine usage, test ideas and prove concepts.

INVENTORY SENSORS AND CAMERA

A patent pending inventory system tracks what goes out of the box and that it is returned.

SMARTPHONE CONTROLLED LOCK

The built-in controller makes it possible for users to unlock the Hubs by using the mobile application. Access via a Dongle is in development.

EXPECTED LIFETIME

Battery - 2 years (rechargeable)
Unit - 10 years

LEAD TIME

Approximately 3 months from order to install. Shipping from April 2021.

ONGOING SERVICES

Digital Service - provided by Hubster
Maintenance - existing provider
Technical Service - Parklife

GAMES

1

Low

Physical Intensity

Mahjong

Scrabble

Dominoes

Backgammon

Chess

Go



GAMES

2

Medium

Physical Intensity

Petanque

Bocce

Kubb / Køllby

Molky

Croquet



GAMES

3

High
Physical Intensity

Ping Pong

Fitness TRX

Basketball

Football

Volleyball

Skateboarding



INTERACTIONS THROUGH APP

A membership based social community.

GEO-FENCING AND PUSH NOTIFICATIONS

By using geo-fencing, an invisible "fence" around each hub location, we can send invitations to users that are entering a hub area to remind them of the opportunities in the specific area, and to nudge them to join a pick-up game or a training session with locals. If a user responds with a yes to receive an invite, then everybody else can see if there's somebody to play or train with, inspiring them to a more active lifestyle. Hubbster uses social algorithms based on common interests and prior data from successful meetings to predict future opportunities.



NAVIGATION

At the main screen, each hub is marked with a number indicating the number of people close by that would like to play if they are invited. Furthermore users can see if specific hubs are occupied before they leave home. In a full citywide deployment the hubs are placed in a dense network making it easy to have an active lifestyle no matter where you are. With 18+ different games and types of training equipment the network caters any need, no matter if you are 8 or 80 years old.



SOCIAL INVITE

Need somebody to play or train with? -Then use the invitational feature. The feature is a kind of social blind dating, where the core is common interests and an easy way to invite for a pickup game if you, or you and your friends need somebody to play with.

When the user signs up, she or he adds 3 conversation starters that are displayed as " we can talk about." The person inviting chooses specific words listed, covering them that are in the specific spot, and use the choices to filter the number of invitations. It taps into the assumption that we have more in common with the people that surrounds us than we are aware of. Hubbster unlocks the potential through pickup games or casual training.



GAMIFICATION & SYMBOLIC GIFTS

Hubbster uses game design mechanics to nudge and inspire for a healthy lifestyle. Users are rewarded with symbolic gifts to inspire them to be active, inclusive and friendly.



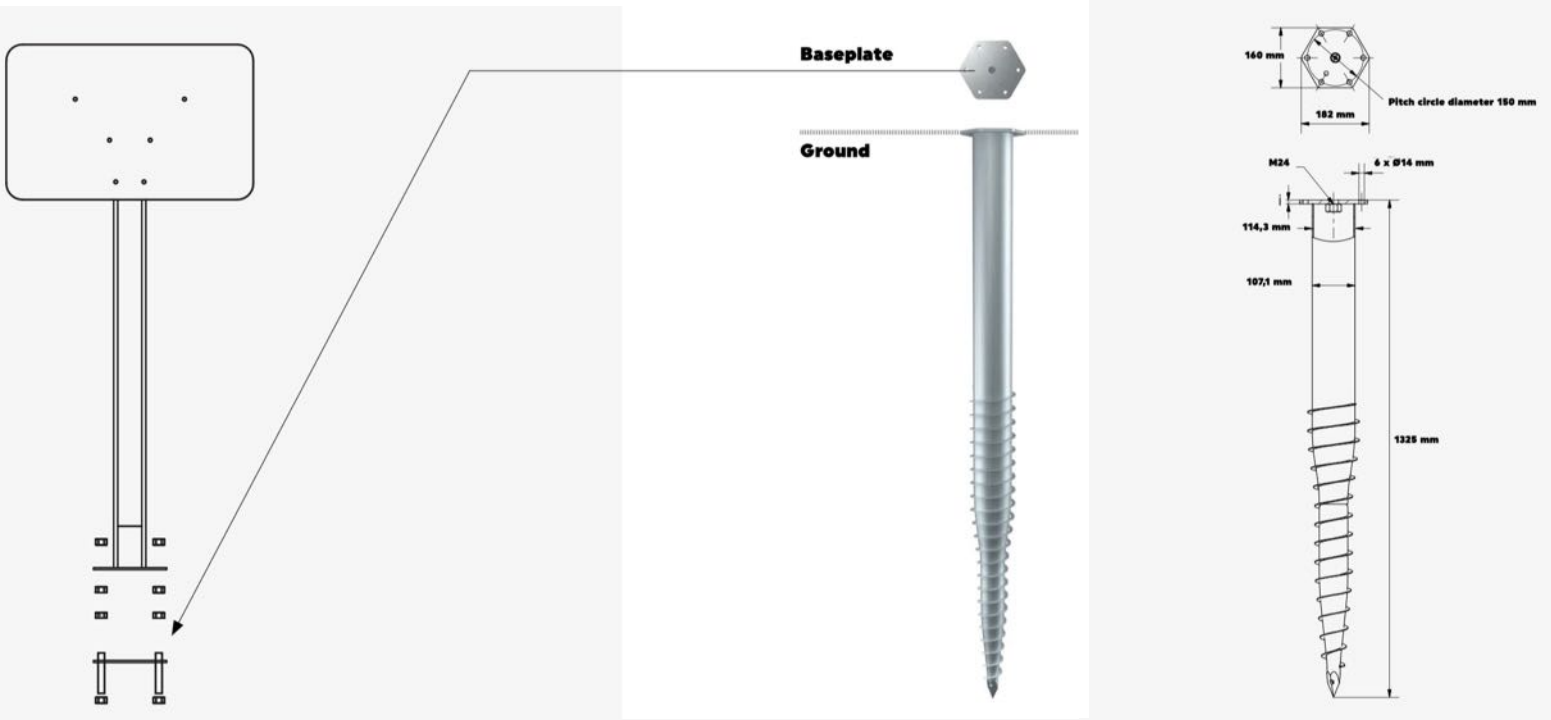
RATING

The users are prompted to rate an activity every time they use a hub. It is a quick pop-up request that serves 2 main purposes. First, to secure a constant high standard in the overall user experience, and secondly more specifically to check that everything is ok and nothing is missing.



STANDS FOR MOUNTING THE HUB

The mounting principle of using ground screws is the most environmentally friendly mounting method, that makes it possible to place hubs close to trees without damaging them or using concrete. It is possible to easily move the screws if needed.





“I hope there will be hubs everywhere in Paris soon”

Pierre, 18 years old.

“We see Hubbster as addressing the last mile for sports and recreation. The amenities have been built in the public space, Hubbster is the missing link for people to enjoy them spontaneously”

Ariel Weil, Mayor of the 4th Arrondissement, Paris



Hubbster's have been deployed in Copenhagen, New York, Paris, Lisbon and are available now in New Zealand exclusively through Parklife.

**Want to know more?
Please contact us!**

info@parklife.co.nz +64 293 007 435

www.parklife.co.nz/hubbster