Retrofitting Men In Black: Alien Attack for The Digital Age

By Alex Traynham

What is Men In Black: Alien Attack?

"Men in Black: Alien Attack" is an interactive shooter dark ride located at Universal Studios Florida set in the world of the Men In Black film series of the same name.

Current Main Features:

Multiple Endings: Ride features multiple possible endings based on guests' performance.

Dynamic Scoring System: Scores are tracked internally and displayed in the ride based on accuracy and speed.

Interactive Dark Ride: Guests board futuristic ride vehicles equipped with laser guns.

Proposed Change Overview

Implement a score-tracking feature within the Universal Orlando mobile app for "Men in Black: Alien Attack" ride similar to Minion Blast.

Given how the ride already tracks the scores of the riders, i want to extend that digitally.

Guests will have the option to share their scores with friends and family through social media platforms directly from the Universal Orlando app. Directly leading to increased ridership for competition between said family and friends.

Why Make This Change

Modernization of the Ride Experience:

With the ride opening over 24 years ago, it needs to be modernized to meet the expectations of today's guests.

By introducing a feature like the digital score-tracking with a new blaster, we can potentially revitalize the attraction.

Enhanced Guest Experience:

Guests will have the opportunity to track their scores, compete with friends, and engage more deeply with the ride, leading to greater satisfaction and enjoyment.

Who is affected by this change?

Guests:

Guests will have to adjust to the new blaster system which can be made to be as close as possible to the original but won't be exact given how the ride was made originally

Guests may not like the added optional step to link their blaster to their phone and they might find it too cumbersome

Employees:

Employees will have to be completely re-trained on the functions of the new blaster, any issues, and potential slowdowns.

The Cost

Revamping any attraction is expensive, but given this technology has already been deployed into the app functionality previously, It will not cost nearly as much in R&D as if this was completely new.

Universals numbers are hard to come by given their strict NDA’S

Rough Estimated Overall Cost: $200k -$1 million dollars (very rough estimate given my own knowledge on tech deployment.)

Given we are keeping most of the track layout and only upgrading tech that already is used it won't be nearly as expensive as building a whole new ride system.