



LightRides on Etsy

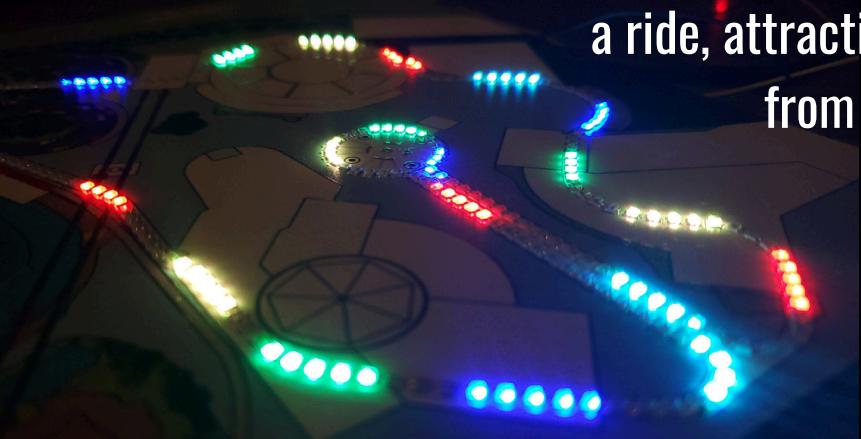
LIGHT RIDES

BY AMUSEMENT LABS

Bring you favorite rides to light!

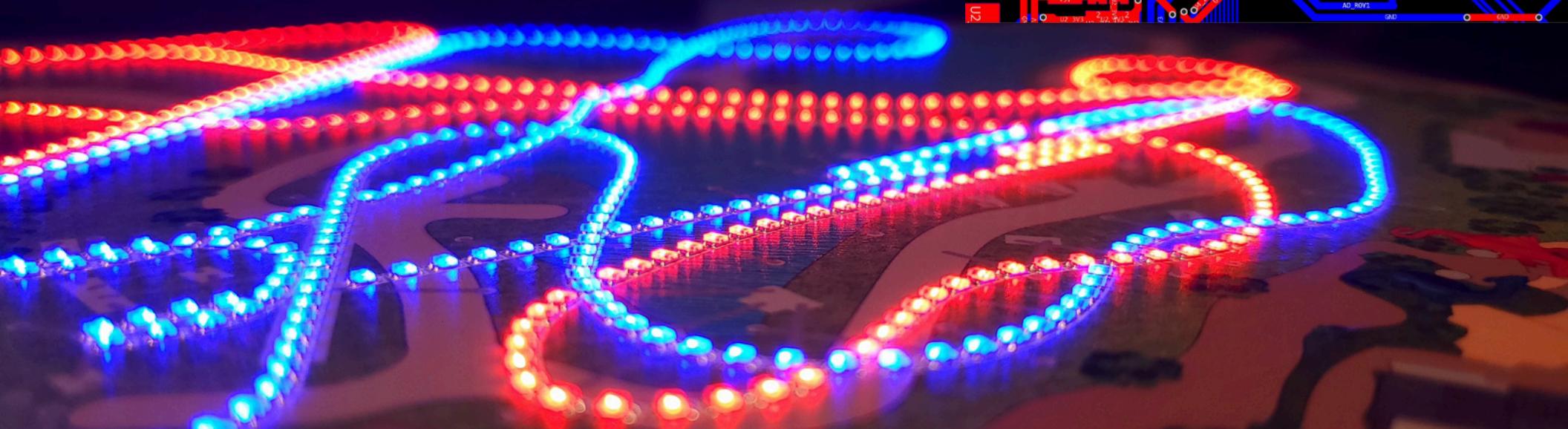


LightRides are custom engineered LED displays that bring to **LIGHT** a ride, attraction, or symbol that appeals to everyone from casual visitors to enthusiasts.



Choose from a wide range of colors, B/W or full color terrain, animated LEDs with ‘virtual trains’ cycling around, and so much more.

Tell us what you like and we'll engineer the rest.



*Our first board ever made
of ‘The Demon’ in
Santa Clara, CA.*

Coaster Cards

*Our story began with Coaster Cards,
an easy entry into the LightRides ecosystem
with trading card sized battery-powered LED displays.*



Park Collections

*Bring together the best coasters of a park
with a series collection featuring the best of
what's to offer at this park.*

New Ride Releases

Celebrate new product with timely 'new for this year' releases before, during, and after a ride's grand opening.



'New for 2025': in collaboration with Six Flags Entertainment Corporation.



Limited Edition Boards

Draw interest with limited edition boards or celebrate the vintage legacy of a long lost classic.



Store Display Ready

Each card ships in retail ready packaging with a convenient window for display.



More than meets the eye

Our Coaster Card collection has expanded to over 23 rides!

Dimensions as shown (W,H): (63.5mm, 90mm-100mm)

Power Stand Compatible

Each card is compatible with our custom designed USB Power Stand for all day illumination!



XL Boards

An expansion of our original product line,
the XL line features full color terrain and integrated USB power.



Dimensions as shown (W,H): (100mm, 150mm)

The second XL board introduces multi-color LEDs on top of improved power and control circuitry.



Dimensions as shown (W,H): (150mm, 100mm)

While still an early product line, the XL boards collection is slated to introduce new designs, form factors, and control features while also expanding on our dark ride focused offerings.



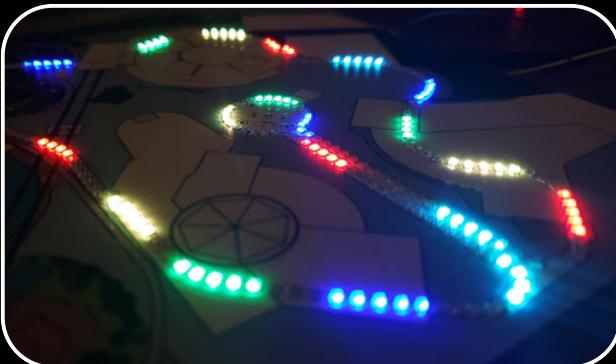
LIVERIDES

Animated Displays

The ultimate way to bring a ride to light is with our LiveRides animated displays featuring million of colors, real-time live animations, and user friendly controls for customization.

The next generation is also already underway with wireless controls in development.

Millions of Colors



Each LED is able to display millions of colors thanks to the integrated chip in each light.

Live Real-Time Animation



Using our software we can create multiple virtual trains cycling around with realistic physics and more!

Dark Rides, Coasters, & more



LiveRides displays are versatile. From coasters, to dark rides, and more.

Terrain Detail



With a full landscape to cover each LiveRides display features an extremely detailed view of not just the ride, but surrounding terrain, buildings, other rides, and more.

Panel Controls



Currently users can control features like display brightness, train/track colors, animation speed, and even hidden easter egg features.

Memory Makers



Many customers love reminiscing on these featured rides as they operate like their real world counterpart.

LightRides aims to engineer the most eye-catching piece of park merchandise for any guest or enthusiast. LiveRides builds on every board we've designed and features the latest software custom made for LiveRides displays.

Dimensions as shown (W,H): (190mm, 250mm)

Why **LIGHTRIDES** ?

Unique Design

LightRides seamlessly blends the thrill of rides with a unique spectacle of color, for the very first time.

Proven Appeal

Hundreds of sales from just a small storefront and light promotion.

Broad Interest

Appeals to coaster enthusiasts, regular guests, and gift buyers.

Repeat Customers

Series releases lead to repeat purchases as customers collect boards.

Turnkey Solutions

From an idea to a fully engineered and scalable product quickly.

Turnkey Engineering

Graphical Design (~1 week¹)

A layout of a ride is proposed and refined to include detailed terrain and statistics on the board's reverse with review along the way. Electronics and print method² packages are selected.

Schematic Engineering (simultaneous)

The layout is fitted with surrounding detail and is electrically connected to the PCB. Engineering time varies based on LED color and quantity³.

Production (~2 weeks)

The final design is checked and agreed upon, samples are ordered, and a full production PO is submitted and the design is manufactured⁴.

Final Assembly (~1 week)

After boards arrive, some minor assembly is completed (attaching battery holders) and boards are prepared in display-ready packaging. Each board package includes the board, 2 CR2032 batteries, and a stand.

Delivery (~1 week)

All boards are packaged up and sent off to the client designated address for unboxing, displaying, and facing.

¹: Graphic Design and Schematic Engineering can occur simultaneously.

²: Included print tech is white or black silkscreen tech. Full color board printing available for additional fee.

³: Red, orange, and yellow LEDs require longer schematic engineering times for resistors. Rush engineering turnaround times available.

⁴: We recommend getting a production of 5 board samples made prior to a full production order to assure desired quality and identify changes.

Production Example

*How quickly can we turn a board around?
Below is an example for another client.*

This board was created with our standardized design with terrain based on satellite photos. It features 100 orange LEDs and 100 resistors that were all hand positioned. After design completion it was sent off and produced professionally in just 5 days, before having the battery holder attached and packaged as shown.

Each package features the board, 2 batteries, and a small display stand (3d printed).

Samples:

If you would like, we would love to provide samples of a few boards to demonstrate what to expect.



Integration Inspiration

Rides, attractions, and views that would lend their likeness well to being recreated by LightRides...



Design Selections

Here are just some of the options available for integration into your upcoming LightRides product.

Card - 2.5" x 3.5" (63.5mm x 90-100mm)

- Desk sized and perfect for collecting.
- Power Stand Compatible

XL Board - 4" x 6" (~100mm x 150mm)

- USB Powered
- Full color printed terrain

LiveRides - Variable (up to 350mm x 350mm)

- Large statement piece with animated trains.
- USB Powered
- Panel controls brightness, speed, color, etc.
- Wireless controls (coming soon)

	Graphics	LEDs	Technology
Coaster Card	Black / White Silkscreen	Red, Orange, Yellow, Green, Blue, Teal, White	CR2032 + Switch
XL Board	Full Color Printing	Red, Orange, Yellow, Green, Blue, Teal, White	USB Power + Switch
LiveRides	Full Color Printing	Controllable RGB LEDs	Micro Controller + Custom SW

For a full list of available options please inquire,

Graphics

Layouts are accentuated by surrounding detailed terrain and statistics on reverse that can be silkscreen printed in white, or with full color printing. Provided graphics welcome or we can interpret terrain for you.

LEDs

The star of the show are of course the LEDs. Pick from our bright and vibrant range of colors or GO BIG with controllable LEDs capable of millions of colors. Either option provides a gorgeous luminous shine.

Technology

Keep it simple with a standard switch and battery setup, found on card sized boards. Or upgrade to a microcontroller powered system with simple controls with our custom LiveRides simulation software⁵.

March 2025

Santa Cruz Seaside Company / Santa Cruz Beach Boardwalk
400 & 605 Beach Street, Santa Cruz, CA 95060

Dear Santa Cruz Seaside Company & Santa Cruz Beach Boardwalk,

Subject: Proposal for Collaboration Between LightRides and Santa Cruz Seaside Company & Santa Cruz Beach Boardwalk

We trust this letter finds you in good spirits. We are glad to extend a bridge of communication to discuss potential products and partnerships on the creation of customized LightRides products themed to rides within your system. We specialize in engineering intricate LED printed circuit boards that serve as keepsakes, allowing visitors to bring home their favorite rides in a bright new way. Our unique product has proven appeal to an extended audience of enthusiasts, general park guests, and more through hundreds of orders from just our own small storefront. These LED boards offer an opportunity to extend a guest's experience beyond the visit itself, providing a tangible reminder of the excitement and fun from each visit. Our past work has shown the progression of detail and technology that can be folded into a unique product.

To see how LightRides can capture the thrill of the Santa Cruz Beach Boardwalk, please take a look at the attached brochure with recommendations and examples of our work. Additionally, we would like to send samples to demonstrate the possibilities. Please take a look at our catalog let us know which you would like and where we may send them.

Warm regards,

Antonio Huete
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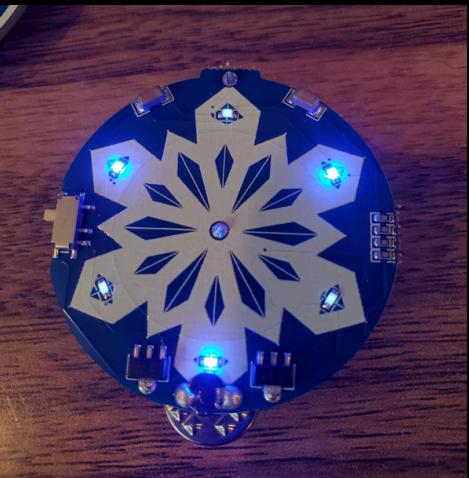


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Additional Products



Blinking Ornament



Blinking Pin

These are a few specialty small batch or limited run products made for the holidays or in celebration of a milestone.

All boards, products, and features are designed and engineered in-house.



"Double Downs" LightRides Keychains



Ride Models
(Peoplemover)