



FunRobo Technology & HOLOKART: Company Profile

Executive Summary

Founded in 2010 and headquartered in Panyu, Guangzhou, **FunRobo Technology Co., Ltd.** is a global pioneer and undisputed market leader in the research, development, manufacturing, and operation of next-generation location-based entertainment (FEC). Backed by 16 years of deep industrial expertise and an advanced 360-degree direct manufacturing facility, we engineer high-yield, cyber-reality amusement ecosystems rather than standard arcade machines.

Operating under our flagship brand **HOLOKART**, we bridge the gap between heavy-duty vehicle engineering and cutting-edge projection mapping software. As of August 2026, HOLOKART is the absolute market leader with nearly 50 fully operational venues deployed globally and the premier Chinese manufacturer with a proven track record of successful commercial implementations across North America, Europe, the Middle East, and Southeast Asia.

The Core Product Ecosystem: Three Flagship Lines

To accommodate diverse venue footprints, startup budgets, and operational requirements, FunRobo has engineered a robust, scalable product matrix:

1. HOLOKART VISION (Immersive Projection Pioneer):

Launched: 2019

Overview: Introduced the world to immersive projection mechanics, blending real-life drifting physics with dynamic, reactive track projections to maximize player retention.

2. HOLOKART PRO (Mega-Arena Flagship):

Launched: 2022 (China's First In-House MR/Projection Kart System)

Overview: Engineered exclusively for expansive 1,000+ square meter flagship entertainment centers and mega-arenas, delivering high-speed, multi-player competitive racing on a grand scale.

3. HOLOKART LITE (Compact & Low-CAPEX Game-Changer):

Launched: September 2025 (GTI Exhibition)

Overview: Purpose-built for specialized, compact venues (operating within ~120 square meters). It dramatically lowers startup capital expenditure (CAPEX) and ceiling height requirements, enabling any FEC or retail arcade to deploy high-margin projection karting.

Corporate Evolution & Chronological Milestone Timeline

2018 | Foundation & International Proving Ground

Initiated large-scale R&D and manufacturing of commercial bumper cars and traditional go-karts. Secured our first major international procurement partnership in the United States, establishing rigorous quality compliance and cross-border logistical capabilities.



2021 | Entering the Mixed-Reality Era

* Debuted our breakthrough MR Battle Karting system at the Beijing Animation Fair in September 2021, receiving overwhelming acclaim from young gamers and validating our hardware-software integration.

2022 | Enterprise-Grade Strategic Partnerships

* Formed a landmark exclusive strategic partnership with **MELAND**, China's premier indoor family entertainment giant. Integrating our MR karting systems into their high-traffic complexes significantly boosted visitor dwell times and daily foot traffic.

2023 | Diversifying the Portfolio (MR Future Tank)

* Leveraged our growing mastery over spatial holographic technologies to launch the **MR Future Tank**, which quickly became our most popular high-yield product category of the year among arcade operators

2024 | Pioneering In-House Projection Karting

* Concluded extensive R&D to officially launch China's first fully independent, in-house developed large-scale projection karting system, setting new technological standards for mega-arenas.

2025 | The GTI Exhibition Debut & Global Scale (30+ Venues)

* Formally launched the **HOLOKART** brand at the GTI Exhibition on September 10, 2025, unveiling the space-efficient HOLOKART LITE. Following a phenomenal launch, our first 120 sqm Changsha venue achieved a record-breaking 700 player visits in a single day. By year-end, we successfully deployed over 30 operational stores worldwide.

2026 | European & Southeast Asian Expansion

* **March 2026:** Officially entered the European market at the Moscow RAPP exhibition, signing our first flagship Moscow venue (slated to open October 2026).

* **April 2026:** Expanded across Southeast Asia via GTI-Asia, securing new partnerships and our first Kuala Lumpur flagship installation in Malaysia.

* **September 2026:** Showcasing our newest game software updates at the **2026 GTI Exhibition** in Guangzhou (Booth No: 5.1 Hall 11A, Sep 10 – 12), offering complimentary hotel and VIP transfer packages for global partners.

* **November 2026:** Bringing our latest hardware innovations to the **2026 IAAPA Expo** in Orlando (Booth #W2204, Nov 16 – 20), featuring exclusive on-site partnership rewards and surprise gift packages.



Turnkey Solutions & Global Partnership

FunRobo does not just supply equipment; we deliver ****end-to-end turnkey business ecosystems****. From initial spatial layout planning, custom graphic design, and rigorous manufacturing in our 360-degree Panyu facility to seamless global installation, staff training, and continuous software updates, we empower operators to achieve 60%+ gross margins and a rapid 3-to-7-month ROI.

We invite forward-thinking distributors, venue operators, and investors worldwide to connect with our team and build the future of location-based entertainment together.