ELEVATE SURF

THE ALL-IN-ONE AQUATIC SYSTEM

THREE DIFFERENT WAVE TYPES.
ONE MOVING FLOOR.

ONE EXTRAORDINARY ATTRACTION.





RIVER WAVE.
WAKE SURFING.
BOOGIE BOARDING.
AND AN ADJUSTABLE DEPTH PLATFORM.

ONE SPACE THAT CAN TRANSFORM FROM SURFING, TO SWIMMING, SPORTS EVENTS, DANCING AND A VARIETY OF DIFFERENT ACTIVITIES.

COMING SOON!
40' ADJUSTABLE DEPTH SURF MACHINE COMING TO REVEL SURF AT CANNON BEACH

CANNON BEACH

MCKINNEY, TEXAS | PLANNED 2027 INSTALLATION

INTRODUCING THE COMPLETE SYSTEM

MORE THAN A SURF MACHINE.

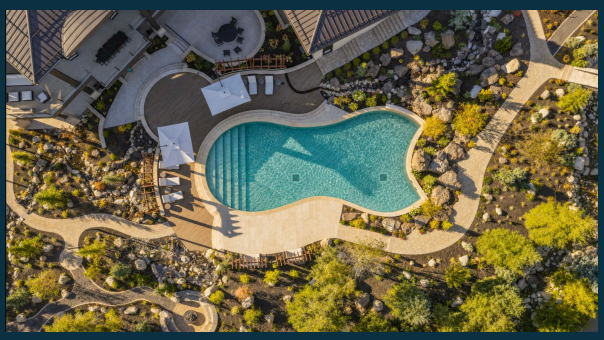
Two in-house-developed technologies work together to deliver three different standing-wave experiences and a venue that changes with the day.



SURF TECHNOLOGY

DYNAMIC STANDING WAVES

Controllable flow and wave shaping deliver river, wake-surf and boogie-boarding experiences in one integrated installation.



TRANSFORMATION TECHNOLOGY

ADJUSTABLE-DEPTH FLOOR

A mechanically operated platform changes the pool depth - from deck level to shallow play, sports and full-depth swimming.

THE DIFFERENCE IS THE COMBINATION.

Three wave modes + Moving floor = More ways to use the venue

Unlike a fixed-purpose surf attraction, the Complete System is designed around multiple experiences: surfing, open-water recreation, resistance swimming, water sports and deck-level gatherings.

SURF | SWIM | PLAY | ENTERTAIN

THE DIFFERENTIATOR

THREE WAVES. ONE INSTALLATION.

The Complete System can change wave conditions to offer three distinct riding experiences within one installation. The modes are operated sequentially, not simultaneously.



01

RIVER WAVE

A continuous river-style standing wave, enabled by changing the adjustable-floor elevation.



02

WAKE SURFING

A left-breaking and right-breaking wave for riders seeking a dynamic surfing session.



03

BOOGIE BOARDING

An approachable, energetic experience that broadens the attraction's potential audience.

<10 SEC
Wake surf to boogie board

~90 SEC
Transition to river wave

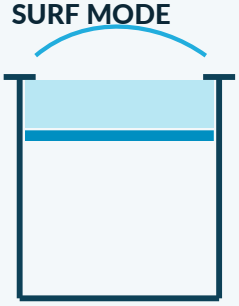
6 FT / 5 FT
River wave / wake surf maximums

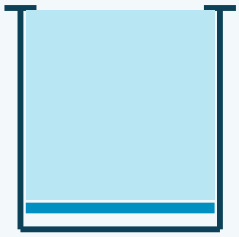
Wake surfing and boogie boarding change primarily through water-speed adjustment. The river wave on the Complete System is created by lowering the platform by about 2 feet.

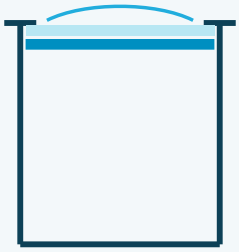
ONE FOOTPRINT. MULTIPLE OPERATING MODES.

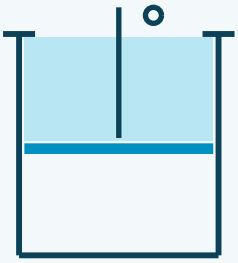
THE WATER STAYS.
THE FLOOR MOVES.

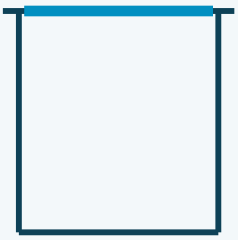
A custom-engineered platform travels vertically below the waterline, creating distinct uses without draining or refilling the pool.

01
SURF MODE

Wave shaping

02
SWIM MODE

Full-depth water

03
SHALLOW PLAY

Just inches deep

04
SPORTS MODE

~3.5 ft deep

05
DECK MODE

Flush with deck

RESISTANCE SWIMMING

With the integrated pump system operating at a lower flow setting, the Complete System can also offer swimming against a controlled current.

Depths and capacities are engineered for each project. The five configurations represent available operating concepts, subject to final design, controls and operating procedures.

ILLUSTRATIVE DAILY OPERATING SCHEDULE

ONE ATTRACTION. ALL DAY LONG.

The same footprint can serve new audiences from morning fitness to evening events.
Here is one possible day of programming - not a fixed operating schedule.

8:00 AM	FITNESS + RESISTANCE SWIMMING	Current-assisted training and morning swim workouts
9:30 AM	BOOGIE BOARDING	Introductory sessions, lessons and family-friendly rides
11:30 AM	WAKE SURFING	Dedicated surf sessions, coaching and skill development
2:00 PM	RIVER WAVE	River-wave sessions for a different riding experience
4:00 PM	SHALLOW PLAY + WATER SPORTS	Shallow play, then mid-depth volleyball or basketball
7:00 PM	DECK-LEVEL EVENTS	Private rentals, celebrations and hospitality programming

QUICK WAVE-MODE CHANGES

<10 SEC Wake surf to boogie boarding

~90 SEC Into river wave mode

POTENTIAL REVENUE CHANNELS

PAID SURF SESSIONS	LESSONS + COACHING	FITNESS PROGRAMS
FAMILY EXPERIENCES	GROUP RENTALS	PRIVATE EVENTS

ELEVATE SURF

ENGINEERED IN THE USA

BUILT AROUND PERFORMANCE.

Elevate Surf develops its technology in-house, from concept and engineering through manufacturing and installation - with project delivery worldwide.





UP TO 14 MPH

Controllable water speed

300,000 GPM

Maximum per 10-ft pump

100 PSF

Raised-floor design live load

CUSTOM

Geometry, depth and wave width

Proprietary axial-flow pumps are configured modularly (typically 8-10 ft wide). Performance and the platform structure are subject to the final project design and engineering.

PROJECT SPOTLIGHT / MCKINNEY, TEXAS

COMING TO CANNON BEACH.

A PLANNED 40-FOOT ELEVATE SURF ALL-IN-ONE INSTALLATION | 2027

CANNON BEACH



CONCEPTUAL SITE RENDERING | ARROW MARKS PLANNED ELEVATE SURF LOCATION

40 FT	4 x 10 FT	1.2M GPM
PLANNED MACHINE WIDTH	PROPRIETARY PUMPS	COMBINED MAX FLOW

THE BROADER CANNON BEACH DEVELOPMENT

35 ACRES
Planned destination site

$200M
Overall park investment

LATE 2027
Projected Phase 1 opening

Cannon Beach also plans a surf lagoon and additional recreation, entertainment and hospitality uses. Park-wide figures are not the cost of the Elevate Surf installation.

OPERATING TODAY: ELEVATE HQ WAKE SURF + BOOGIE BOARD DEMONSTRATOR

ELEVATE SURF

A NEW STANDARD OF VERSATILITY

DESIGN THE NEXT DESTINATION ATTRACTION.



One system can deliver three standing-wave experiences and a moving floor that expands the venue's potential uses. Let's explore the right layout, programming and engineering approach for your project.

LET'S DISCUSS YOUR PROJECT.

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ELEVATESURF.COM