ELEVATE SURF

DEVELOPER EDITION / 2026



SURF PARKS / WATER PARKS

MORE WAYS TO RIDE. MORE WAYS TO EXPERIENCE.

Purpose-built standing waves and integrated aquatic systems for destination attractions, water parks and entertainment venues.

2027 | **CANNON BEACH SURF & ADVENTURE PARK**
McKinney, TX | Planned 40-foot Complete System | See page 7

PRODUCT 02

DYNAMIC STANDING WAVE

PRODUCT 03

COMPLETE SYSTEM

ILLUSTRATIVE COMMERCIAL VENUE CONCEPT

THE PRODUCT LINE

TWO PRODUCTS. TWO WAYS TO BUILD.

Choose the attraction that matches the experience and operating flexibility your project needs.



ILLUSTRATIVE VENUE CONCEPT

PRODUCT 02

DYNAMIC STANDING WAVE

A dedicated standing-wave attraction. Select a river wave OR a wake surfing + boogie boarding configuration.

CONFIGURE FOR:

RIVER OR WAKE + BOOGIE



ILLUSTRATIVE VENUE CONCEPT

PRODUCT 03

THE COMPLETE SYSTEM

Our standing wave and a moving pool floor working together - all three wave experiences in one installation.

UNLOCK:

ALL THREE + SWIM + EVENTS

THE CONFIGURATION RULE

Product 02: River surfing OR wake surfing and boogie boarding. Product 03: All three wave types, plus the adjustable-depth platform, swimming and event programming.

ONE COMPANY / THREE EXPERIENCE TYPES

WHAT WILL THEY RIDE?

Different riders. Different styles. Choose the surf experience that fits your attraction and guest mix.



ILLUSTRATIVE VENUE CONCEPT

01 RIVER SURFING

A continuous standing river wave for a dedicated river-surf experience. Available in Product 02 as a standalone configuration and in Product 03.



ILLUSTRATIVE VENUE CONCEPT

02 WAKE SURFING

A surfboard-focused, customizable standing wave with a pronounced rideable face. Offered alongside boogie boarding in Product 02 or as part of Product 03.



ILLUSTRATIVE VENUE CONCEPT

03 BOOGIE BOARDING

An approachable, high-energy wave experience with rapid transitions from wake surf through water-speed adjustments.

ALL THREE IN ONE INSTALLATION? THAT REQUIRES PRODUCT 03.

PRODUCT 02 / ENGINEERING

THE MACHINE BEHIND THE WAVE.

In-house-developed axial-flow pumps drive continuously moving water through a fixed riding zone. Choose the standalone wave configuration that fits your project.



ACTUAL ELEVATE SURF HQ DEMO

PURPOSE-BUILT TECHNOLOGY

MODULAR PUMPS
Individual pump widths range from 8 to 10 feet.

CONTROLLABLE FLOW
Water speeds up to 14 mph, depending on configuration.

MECHANICALLY SHAPED WAVES
River-wave or wake surf + boogie boarding setups.

DESIGNED IN-HOUSE
From engineering to manufacturing and integration.

CONFIRMED MAXIMUM CAPABILITIES

UP TO 5 FT
WAVE HEIGHT
Wake surf and river modes

14 MPH
WATER SPEED
Maximum flow speed

300K GPM
PER 10-FT PUMP
Maximum rated output

FAST WAKE-SURF TO BOOGIE TRANSITIONS

Less than 10 seconds by adjusting water speed. This transition applies to the wake surf + boogie boarding configuration.

PRODUCT 03 / ALL-IN-ONE ATTRACTION

SURF. SWIM. TRANSFORM.

Combine the wave machine with a hydraulically adjustable-depth platform. The water remains in place while the floor changes the environment for a new activity.

THE TWO TECHNOLOGIES

DYNAMIC STANDING WAVE + ADJUSTABLE-DEPTH FLOOR

ONE FOOTPRINT. FIVE WAYS TO USE IT.

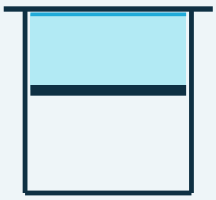
01



WAKE / BOOGIE

surf position

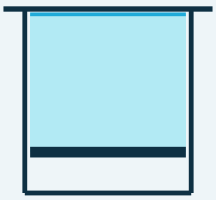
02



RIVER WAVE

floor lower

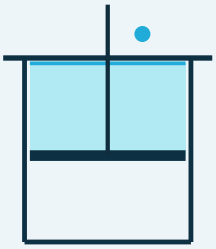
03



SWIM / RESIST

variable depth

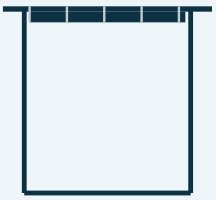
04



WATER SPORTS

~3.5 ft setting

05



DECK EVENTS

raised flush

WHAT THE COMPLETE SYSTEM UNLOCKS

ALL THREE WAVE EXPERIENCES

River, wake surf and boogie boarding in one system.

RAPID MODE CHANGES

Wake to boogie: <10 seconds. Surf to river: ~90 seconds.

NEW AQUATIC USES

Swimming, resistance swimming and water sports.

DECK-LEVEL EVENTS

Raised platforms designed for 100 PSF live load.

ILLUSTRATIVE FLOOR POSITIONS. OPERATING DEPTHS AND SAFEGUARDS ARE PROJECT-SPECIFIC.

COMMERCIAL FLEXIBILITY

ONE SPACE. MORE PROGRAMS.

For developers and operators, the value is more than a surf session: a configurable aquatic footprint can support different experiences throughout the day.



ILLUSTRATIVE COMMERCIAL VENUE CONCEPT

ILLUSTRATIVE DAILY PROGRAM

MORNING
Lessons & coached sessions

MIDDAY
River surfing sessions

AFTERNOON
Wake surf / boogie boarding

EVENING
Swimming, events & private bookings

PROGRAM MIX	SPACE UTILIZATION	REVENUE OPTIONS
Offer different sessions	More uses per footprint	Lessons, rentals, events

ILLUSTRATIVE COMPLETE SYSTEM PROGRAM; NOT AN OPERATING OR REVENUE GUARANTEE.

REAL TECHNOLOGY / UPCOMING COMMERCIAL PROJECT

CANNON BEACH. MCKINNEY, TEXAS.

Elevate Surf is planning a 40-foot Complete System at Cannon Beach Surf & Adventure Park - a North Texas destination targeting a late-2027 first phase.



ACTUAL HQ STANDING-WAVE DEMO

16-FT HEADQUARTERS SYSTEM

An operating demonstration setup using two 8-foot-wide pump modules. This is real technology, not a concept venue.



ILLUSTRATIVE VENUE CONCEPT

PRODUCT 03 / CANNON BEACH

Planned 40-ft Complete System with river, wake surf and boogie boarding modes, adjustable-depth floor and four 10-ft pumps. Venue image is illustrative, not a site rendering.

PLANNED COMBINED MAXIMUM FLOW / CANNON BEACH

1.2 MILLION GPM

FOUR 10-FT PUMPS

CANNON BEACH DESTINATION / DEVELOPMENT AT A GLANCE

35 ACRES	$200M	LATE 2027	40 FT
TOTAL PARK SITE	TOTAL PARK INVESTMENT	PHASE 1 TARGET	PLANNED ELEVATE SYSTEM

Cannon Beach park statistics and projected opening: Visit McKinney. $200M describes the total development, not the Elevate Surf contract. The planned Elevate standing wave is separate from the ocean-style surf lagoon.

VISIT MCKINNEY / CANNON BEACH PROJECT DETAILS

ELEVATE SURF

DEVELOPER EDITION



LET'S CREATE THE NEXT AQUATIC DESTINATION.

Bring Elevate Surf into the conversation early. We can explore concept fit, footprint, preliminary dimensions, operating goals, and which configuration makes the most sense.

START A PROJECT CONVERSATION

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SCAN TO EXPLORE

ILLUSTRATIVE COMMERCIAL VENUE CONCEPT