



CREATIVITY
+ TECHNOLOGY



THE ZONE

INTERACTIVE MULTIGAME

Lake Leamy Casino

Gatineau, Quebec, Canada, 2013

Loto-Québec is introducing a new gaming concept in order to rejuvenate its aging client base. Traditional gambling spaces are becoming places where young adults meet to socialize while at the same time playing for potentially big wins; and dealers are becoming DJ-hosts whose goal is to stimulate the players by creating a dynamic atmosphere.



Description

XYZ devised customized tactile interfaces integrated into the gaming tables of these new-style croupiers that let them literally take over the environment. Through a giant video wall, a high-end audio system and a whole host of stage lighting elements, they can activate extraordinary and perfectly synchronised multimedia sequences that create a new excitement and obvious interest among players.

The multimedia content can be easily modified to keep this very demanding target clientele's interest piqued.

This complex system is amazingly stable, in spite of continuous use by the client, since the casino is open all the time, even at night .

Mandate

Project management
Design and technical direction
Installation
Programming

Expertise

Audio
Video
Lighting
Control systems
Interactivity

Production

Loto-Québec

Design

Ingenio / XYZ Technologie
Culturelle