



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