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THE ZONE

INTERACTIVE MULTIGAME

Montreal Casino

Montreal, Quebec, Canada, 2014



After the success of The Zone at the Lake Leamy Casino, Loto-Québec is introducing this new gaming concept for a younger crowd at the Montreal Casino. Traditional gambling spaces are becoming places where young adults meet to socialize while at the same time playing for potentially big wins; and croupiers 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 .

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