

PROMOTION SOLUTION

“VR Mall Promotion & Entertainment” from Kenzan is an easy to use “plug and play” business enhancing module created specifically for shopping malls. It will attract customers from near and far to the mall to play a unique 2-4-minute engaging Virtual Reality game. The game can be adapted to include sponsor branding and product placement.

The gameplay is designed so that players win points, which enables them to receive gifts or vouchers from promoting partners.

EASY TO USE

The Kenzan VR Mall Promotional and Entertainment booth consists of several trusses with fabric canvas and takes less than two hours to setup. The Virtual Reality content runs on a backpack PC from XMG with Virtual Reality Headsets from HTC Vive attached to the pack. This minimizes cables and outlets needed and, at the same time, gives the customer complete mobility. After a quick user-friendly setup the experience is plug and play and can easily be operated by all staff.

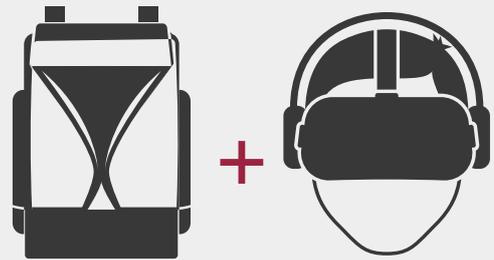
CUSTOMIZABLE

By combining a physical and a virtual environment in the play area a perfect illusion is created. One can touch a barrel, a stone, a product – and the player can even feel the product, or sensations as elusive as the wind on his/her skin. The game can be adapted to any space requirements and requires a minimum of just 2x2 meters. Statistical reporting and a multitude of social media functions are integrated into all of Kenzan’s games.

ABOUT KENZAN

Kenzan Studios is an award-winning Geneva (Switzerland) based company focused on creative content aimed at delighting consumers and helping businesses grow their customer base.

Kenzan goes through constant Research & Development using their forward thinking creative forces to ensure that Virtual Reality & Augmented Reality experiences are truly immersive and unforgettable. Their expertise has earned Kenzan Studios awards at Los Angeles’ SIGGRAPH 2015, the VR Hollywood Summit in 2016 and a recent grant from Epic Games.



TAILOR MADE TO FIT YOUR NEEDS

