



GAME WALL

CONTROL  
PLAY  
REWARD





# NEXT LEVEL COMMUNITY EXPERIENCE

GAMEWALL IS A CUSTOMER ENGAGEMENT PLATFORM THAT TURNS ANY SCREEN INTO INTERACTIVE BRAND EXPERIENCES CONTROLLED BY SMARTPHONES, PHYSICAL BUTTONS, OR BODY MOTION, ALLOWING REWARD DISTRIBUTION AND ADVERTISEMENT DISPLAY



Coke  
STUDIO

JÁTÉK VÉGE

2760

FRANBY

- 1. DRESD
  - 2. JACOB BIR
  - 3. TROY
- Coca-Cola  
TOP 3
- YOUR FAVORITE  
MUSIC FAVORITE  
TRASH FAVORITE

Coca-Cola

Try the  
Coke  
Run

Coke  
STUDIO



# HOW DOES IT WORK?



1

## CONTROL

CONTROL SCREEN CONTENT USING ANY REGULAR SMART PHONE TO UPGRADE DIGITAL DISPLAYS INTO INTERACTIVE MARKETING TOOLS



2

## PLAY

PLAY EXCITING GAMES, PARTICIPATE IN QUIZZES OR QUESTIONNAIRES TO FACILITATE INTERACTIVE BRAND ENGAGEMENT



3

## REWARD

REWARD PLAYERS WITH DIGITAL COUPONS SENT TO MOBILE OR BY DISTRIBUTING PROMOTION CODES

# WHAT WE PROVIDE?

EVERYTHING IS INCLUDED!



GAME  
PLATFORM  
WITH  
GAME/APP  
LIBRARY



PLUG&PLAY  
HARDWARE  
OR  
CLIENT APP TO  
RUN IT ON  
YOUR DEVICE



CAMPAIGN AND  
ADVERTISING  
MANAGEMENT



REWARD  
SYSTEM



AUDIENCE  
BUILDING AND  
ANALYTICS





EVENT



LOCATION



CROWD

# YOU BRING!

# NECESSARY ITEMS

PROVIDED BY  
PARTNER OR GAMEWALL TEAM



DISPLAY



INTERNET  
ACCESS  
OR  
LOCAL SERVER  
MODE  
SUPPORT

# WHAT IF I WANT BRANDED CONTENT?

## HEADING CUSTOMISE

- LOBBY SCREEN'S
- BACKGROUND IMAGE
- VIDEO
- COLORS
- CONTROLLER



# WHAT IF I WANT MORE CONTROL OVER

# BRANDED CONTENT?



## CUSTOMISE

THE ASSETS AND  
COLORS OF AN  
EXISTING GAME.





# WHAT IF I WANT MAXIMAL CONTROL OF MY BRANDED CONTENT?

LET US CREATE A  
CUSTOM GAME AND  
CONTROLLER FOR YOU.



# HOW DO YOU PLAY?



1

Scan the QR code using your phone



2

Type a **nickname** and optionally register your email address



3

Wait for your turn



4

Use **gestures** to control

# WHAT DOES THE SYSTEM PROVIDE?

Game / App library

Multiple locations, screens & games

Single or multiplayer games

Advertisements

Privacy & Data Consent statement

Rewarding / coupons

Analytics

Audience building

Campaign management

Alternative controls

# HOW IT WORKS?



## 4 CONTROL THE GAME/APP:

PARTICIPANTS' PHONES INSTANTLY BECOME CONTROLLERS. NO DOWNLOADS, NO INSTALLATION NEEDED.

## 1 SET UP A SCREEN:

LED WALL, LCD DISPLAY, OR PROJECTOR. GAMEWALL WORKS WITH ANY TYPE OF SCREEN.



## 3 CONNECT GAMEWALL CONSOLE OR LAPTOP/PC:

USE THE DEDICATED GAMEWALL CONSOLE, OR RUN THE GAMEWALL CLIENT APP ON ANY MAC, WINDOWS, OR LINUX DEVICE.



## 2 PROVIDE INTERNET ACCESS:

GAMEWALL RUNS ONLINE BY DEFAULT WITH A STABLE INTERNET CONNECTION, WHILE OFFLINE OPERATION IS ALSO SUPPORTED. SEE MORE INFO ON THE NEXT SLIDE.

BODY-BASED INTERACTION IS A PRIMARY CONTROL METHOD IN SELECTED GAMES, DRIVEN BY PARTICIPANTS' PHYSICAL MOVEMENT. IN CERTAIN APPLICATIONS, SUCH AS LOTTERY WHEEL, A BIG RED BUTTON IS ALSO AVAILABLE AS AN ALTERNATIVE PHYSICAL INPUT OPTION.

# OPERATING MODES

GameWall is built for reliable performance in any event environment.  
Choose the operating mode that fits your venue.

<b>FEATURE</b>	<b>ONLINE MODE</b> for stable cellular coverage	<b>OFFLINE MODE</b> for limited or unstable internet access
Player connection	Cellular data	Dedicated WiFi network
Operation	Cloud-based	Local server based

# EXAMPLES

GAMEWALL IS YOUR COMPANY'S PORTABLE GAMING AND ENGAGEMENT CONSOLE, WHETHER YOU PLAN A FULL YEAR ROADSHOW WITH SEVERAL LOCATIONS OR JUST A ONE-DAY CONFERENCE



#GAMIFICATION #NEWREVENUE #BRANDWARENESS

# FESTIVAL

LARGE SCALE  
EVENT

DO YOU HAVE ONE OR MORE  
STAGES AND SCREENS?

ENTERTAIN YOUR AUDIENCE WITH  
INTERACTIVE GAMES, PRICE DRAWS  
AND BRANDED APPS.

OPEN UP AN ADDITIONAL REVENUE  
STREAM BY OFFERING AN ADDITIONAL  
BRAND PRESENCE IN A HIGHLY  
ENGAGING FORMAT TO YOUR  
ADVERTISERS.

## ADVANTAGE:

- unattended
- new revenue stream
- large exposure
- high level brand engagement

## CONSIDER:

- intermission entertainment
- product sampling
- re-engagement



#GAMIFICATION #ENGAGEMENT #BRANDWARENESS

# SINGLE DAY EVENT

CONFERENCE OR SINGLE DAY  
EVENT? GAMEWALL MAKES  
INTERMISSIONS TO VALUABLE  
BRAND EXPERIENCES

UPSELL YOUR EVENT'S DISPLAY  
REAL-ESTATE ON A PREMIUM PRICE BY  
OFFERING INTERACTIVE GAMES AND  
APPS TO BRAND MANAGERS

SMALL  
EVENT

## ADVANTAGE:

- memorable part of the event
- strong brand presence offered
- easy to monetize
- no tech knowledge required

## CONSIDER:

- prize draws
- multiple screen campaigns



#ENTERTAINMENT #SOCIALSHARING #BRANDEXPERIENCE

# CUSTOMER PARTY

CREATE A MEMORABLE EXPERIENCE THAT ENCOURAGES ACTIVE PARTICIPATION

PARTY FOR CUSTOMERS OR A NON-CONVENTIONAL COMPANY CHRISTMAS? MAKE FLAWLESS BRAND EXPERIENCE. BRAND VALUE ALIGNMENT IN A PLAYFUL INTERACTIVE WAY. PARTICIPATION IS EASY AND ACCESSIBLE FOR ALL WITH YOUR OWN VISUAL APPEAL.

COMPANY  
EVENT

## ADVANTAGE:

- high entertainment value
- memorable
- easy to setup and use = inclusion

## CONSIDER:

- internal leaderboards
- team based games
- live games where GameWall is presenting your live score standing



#SALESVOLUME #SAMPLING #CUSTOMERENGAGEMENT

# SAMPLING

DIGITAL OUT  
OF HOME

## INCREASE RETAIL SALES BY SAMPLING

INTERACTIVE GAMES ATTRACT CUSTOMERS FOR TASTINGS, SURVEYS, SAMPLING ACTIONS. MAXIMIZE VISIBILITY, TURN PASSIVE BYSTANDERS INTO ENGAGED PARTICIPANTS! GAMEWALL HELPS YOU TO RAISE BRAND AWARENESS AND RECALL WITH THE SMOOTHEST LOGISTICS AND COST EFFICIENCY.

## ADVANTAGE:

- maximizing visibility + engagement
- instant feedback
- memorable experience

## CONSIDER:

- prize draws (eg. spin the wheel)
- decision-making, tasting game that reflects instantly on the screen
- multiple location campaigns



GAME WALL

# REFERENCES



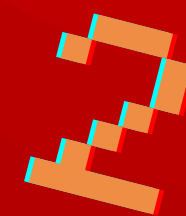


# COKE RUN

## at Sziget festival

MASSIVE FESTIVAL GAMING EXPERIENCE FOR BRAND AWARENESS SUPPORTED BY INFLUENCERS

- Brand engagement was maximized via 3 LCD walls at the festival main stage
- Outstanding visitor participation reached
- Price draws enable direct data collection
- Detailed analytics regarding campaign sites



SUCCESSFUL  
FESTIVALS

SZIGET FESTIVAL 2024  
SZIN FESTIVAL

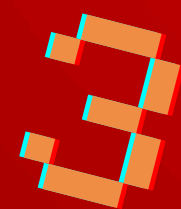




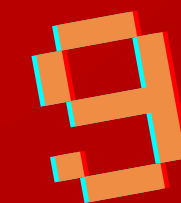
# COKE RUN at Sampling

GAMIFIED BRAND EXPERIENCE TARGETING SHOPPERS IN  
HIGH-TRAFFIC MALLS

- Brand interaction brought to life through a fully branded game and content (Level 3 customization)
- Seamless integration of product sampling and digital engagement



MONTHS



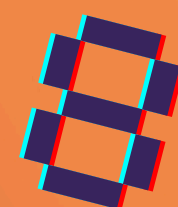
SHOPPING  
MALLS



# FEFMAN

INTERACTIVE GAMING EXPERIENCE FOR NEW PRODUCT INTRODUCTION CAMPAIGN SUPPORTED BY INFLUENCERS

- Hard to reach & excite age group was attracted by the game
- Multiple times and locations kept the hype going for 9 months
- Target brand awareness and recall was exceeded, participants remembered the new product derivative long after the event



SHOPPING  
MALLS



INFLUENCER  
EVENT

# WINTER GAMES

INTERACTIVE 3D WINTER SPORT GAMING EXPERIENCE DEVELOPED FOR A TWO-DAY “EVENT PRODUCTION SHOW” (UK) EVENT

- Visitors could join the organizers’ prize draw only after playing one of the 5 custom-built games
- Due to the venue’s technical limitations, the complete system was deployed on a locally installed on-site server to ensure stable offline operation during the entire event

170+

GAMING SESSIONS

180+

UNIQUE PLAYERS

IN 2 DAYS AT A SINGLE LOCATION





# QUIZMASTER

LARGE-SCALE INTERACTIVE QUIZMASTER EXPERIENCE FOR THE EUROPE DAY EVENT BY DUTCHAM

- Educating participants about the European Union through a live multiplayer quiz experience
- Gameplay was hosted and managed in real time by a conductor using a custom-built controller interface
- Prize competition for the Top 5 players

**20+** SIMULTANEOUS PLAYERS

FOR A SINGLE SESSION





# ALPHA PAC at Partner party

GAMEWALL LIT UP THE VEG PARTNER PARTY WITH  
BRANDED DIGITAL FUN

- Delivered both visual impact and engagement in a party setting
- Tailored the contents to Visual Europe Group's brand (Level 2 customization)

300+

GAME  
SESSIONS

IN A SINGLE NIGHT SHOWCASE





# ALPHA PAC

## at Office design awards

INTERACTIVE ENTERTAINMENT MEETS CREATIVE TECH  
AT HUNGARY'S LEADING OFFICE DESIGN EVENT

- Event-specific content which matches the evening's atmosphere and design (Level 2 customization)
- Delivered through creative projection mapping: GameWall visuals projected directly onto the venue's walls
- A unique digital layer added to a premium offline event

# GLAMOUR CHALLENGE

STYLISH, GAMIFIED SAMPLING DESIGNED FOR GLAMOUR AND ITS TARGET AUDIENCE

- Custom game and contents to match Glamour's brand and audience aesthetic
- Top-performing players instantly rewarded with on-the-spot prizes
- Detailed analytics regarding campaign sites

**580+** GAMING SESSIONS

IN 3 DAYS AT A SINGLE HIGH-IMPACT LOCATION



# @cybex

@cybex

# LOTTERY WHEEL

IN-STORE PROMOTION WITH PRIZE DRAW

- Operated as a digital lottery wheel
- Served as a hostess assistant solution
- Fully event-branded content (Level 2 customization)

**150+** GAMING SESSIONS

IN 3 DAYS AT A SINGLE LOCATION

GAME WALL



# NEXT STEPS

**CONTACT**  
GAMEWALL TEAM

## CREATE

- LOCATION
- PLAYFIELD
- SCREEN
- CAMPAIGN
- ADS
- REWARDS
- COUPONS

## RUN CAMPAIGN

- UNATTENDED OR
- SAMPLING WITH A HOSTESS

## ANALYSE

BUILT-IN  
ANALYTICAL  
FUNCTIONS



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TALK  
TO US!

