



**For the sixth time in a year, *de pinxi* are running the Europe Quiz!**

*36 players, a multilingual system, the solution to the problem of helping the public to understand the toughest messages, and to galvanise the toughest meeting!*

*A series produced for Civatel.*

**What's the best way to get the questions raised by Europe across?**

*By a fun game! .... Now in 3D !*

This is the approach which has been chosen by the Belgian representatives of the European Union to "teach" Europe by means of a game, to help the people of 27 different nations to get to know each other!

Geography, local anecdotes, the stages in the building of Europe – nothing has been overlooked in the 500-question database!

*de pinxi* has used its interactive theatre, *argoGroup lite™*, to make it possible for 36 players to answer the questions simultaneously!

A multiple-choice questionnaire, run against the clock, with 3 buzzers for every individual in the audience to demonstrate their knowledge.

The game is run by both *pinxi*, one of the digital puppets developed by *de pinxi*, and by a flesh and blood moderator!

The moderator has a special control screen which is used to keep tabs on each of the players in real time: the moderator turns into a "sports commentator", keeping the tension at fever pitch throughout the game.

As the game proceeds, the players will see on the screen the multiple choice questions, the choice of answers ... and the fateful clock! A colour key tells them whether they have answered correctly... and also whether their rivals have.

The grand finale of the game is the building of a digital podium, with places for the top 3 players.

The most recent game was staged in the European village on Belgium's national day, July 21. Hundreds of players competed in the most exciting event at the Brussels Place Royale.

The European village had already pitched its tents at Bruxelles-les-Bains, and at the Great Ships Race in Antwerp, ... and most definitely on open days at the headquarters of the European Union, the Berlaymont, on May 9, celebrating the signing of the treaty founding the European Community.

**Technical matters:**

At the heart of the system is the group interactive system, *argoGroup™*, here in the "lite" version.

This is a unique tool enabling the simultaneous monitoring of the 36 EuroQuiz players. Designed on the basis of *de pinxi's* experience with the general public, the infrastructure is modular and mobile, and has made it possible to work in such diverse places as public buildings, open-air tents, boats, and more besides.

The equipment is built into vandal-proof booths, easily coping with the pressure of the public at celebratory events.

The moderator is provided with a control screen which he uses to keep watch over the scores and the answers provided by each player.

*argoGroup lite™* offers a number of advantages in comparison with the "IR remote controls" used by clients until now:

- sturdy
- theft-proof
- easy accessibility, like a TV game!
- great fun

The 36-place unit can be set up in 2 hours.

**Media available:**

Photos and video of the installation.

**Contacts:**

Philippe Chiwy

[phil@depinxi.be](mailto:phil@depinxi.be)

Tel. : +32 2 245 75 01