

de pinxi "interactivates" the first IAAPA European seminar.

On 7th and 8th October 2002, for the first time in its long history, the International Association of Amusement Parks and Attractions held a professional seminar in Europe.

Set in the prestigious great hall of the Château, in Efteling Park, Kaatsheuvel, Holland, the seminar consisted of presentations and debates around the central theme of "The future of the industry".

de pinxi was asked by Efteling and IAAPA to make these presentations interactive, in order to allow the 280 participants to respond to the speakers' proposals and to express their opinions on the future of the leisure industry.

de pinxi achieved this by deploying its argoMass system, the interactive theatre which allows up to 2,000 spectators to take control of the sound and image of the spectacle before them!

The adventure Kegopolis Challenge, a journey through a futuristic town aboard a spaceship, was adapted by *de pinxi* to form the main thread of the IAAPA European seminar.

During their presentations, speakers invited the audience to give their reactions to certain statements or to respond to certain questions that appeared live on screen in the virtual village. The participants, who had been provided with red and green coloured glowsticks, gave their opinions using the appropriate colour code. The audience's leanings were presented live in Kegopolis: the spaceship's instrument display panel registered their choices in one-thirtieth of a second!

At the end of the first day the audience was given the opportunity to relax and enjoy the game version of Kegopolis. Participants were divided into two teams to compete against each other in four challenges, eventually won by the blue team (see photos).

Bringing the seminar to an end, John Graff summarized the results of the interactive poll on the screen, which gave rise to further debate. Calling on the *de pinxi* system one last time, he asked those present whether, after the difficulties of the past year, the climate of the profession was now one of confidence ...

A 100% positive response brought this first seminar to an encouraging conclusion.

The entire set of a TV programme playing and interacting live...

...a world first for de pinxi, and prototype for TV games of the future!

The audience of the programme "Ca alors" on RTL-TV, presented by Jacques Van de Biggelaar and Sandrine Coremans, played a live game during the programme. In keeping with the programme's traditions, *de pinxi* was the surprise guest presenting an innovative new development: live group interaction!

The 80 members of the audience were divided into two teams to fight a ruthless battle among the twists and turns of the virtual town of Kegopolis. Jacques encouraged the blue team while Sandrine rooted for the yellows throughout four live challenges! Philippe Chiwy, general manager of *de pinxi*, was the impartial referee, declaring the yellows the winners.

All participants were provided with glowsticks, luminous red and green batons. Each team steered their spaceship by displaying their chosen colour: red to go left, green to go right. An *argoMass*

sensor analysed each team's movements and translated them into impulses steering the spaceship: the virtual vessels took one-thirtieth of a second to react to the team's slightest demands.

During the four challenges the teams tried to gather as many points as possible while also trying to block the other team in their quest. A fantastic atmosphere developed on set as the participants and animators all became caught up in the excitement of the game, ending the final trial on a stadium-like crescendo before returning to their seats for a well-earned rest...

For more information on group interactive games visit tv@depinxi.be