



With the “Interactive Cinema”, *de pinxi* opens the doors of Multiplexes in Moscow.

Installation of interactive 3D room in the Rostokino multiplex, of the Luxor chain.

“Excursions in Murky Waters” starts operations !

In 1993 *de pinxi* invented the concept of **interactive cinema**: a mix of audiovisual production and infrastructure for audience gathering dozens of spectators to discover a story, interact with its development, playing *all together* in front of a large screen!



Rostokino Multiplex - February 2010

17 years and 50 productions later, *de pinxi* installs one of his interactive theatres in a multiplex, after developing its concept worldwide in the fields of communications, theme parks and museums.

The theatre is equipped with the latest technologies and software to create the most compelling experience: 3D stereoscopy in HD, special effects (light, powerful vibrations, sounds, ...), spatialized sound, argoKernel™ real-time graphics engine and total individual control. This is the very first 4D, interactive theatre to take place in a movie multiplex, worldwide!

The *de pinxi*'s representatives SL services & Icinema, reached a cooperation agreement with leaders of cinema operation in Russia, Luxor. This allowed the installation of a room in the heart of Multiplex Rostokino, in the prestigious Babylon shopping mall.

Additional rooms already contemplated for the same group: a network connection allows competitions between rooms with video connection for maximum media coverage.



45 argoGroup™ seats

A visitor's returning experience:

The show is equipped with our unique « Hall of Fame » system, which will archive the best players' results, and publish live in the Multiplex and on the operator's website. Every month the best players are rewarded with a prize (tickets, passes...), providing additional motivation.

Operator's key advantages: a wider clientele!

Innovation, unique configuration (3D, group interaction and special effects) : unrivalled power to attract new visitors.

Ideal animation before or after movie shows, interlude between shows, extends the duration of stay in the multiplex.

The 4D interactive shows of de pinxi are designed for family audience, storytelling and gaming sequences will satisfy the public of any ages and skill.

Opening of the multiplex to new audiences: schools and education through library of *de pinxi's* proven educational titles, and corporate communication.

The interactive titles have a very long lifetime: the concept of competition runs thanks to a recurring operation, in combination with the *Hall of fame*.

The system is flexible and enables to present in the same room several titles, and media of diverse origins (e.g. digital 3D movies).



The system is simple to operate:

- fully automated system with remote control and permanent monitoring of operating conditions;
- complete maintenance program with remote assistance by support teams of *de pinxi*.

Technical note:

The auditorium is based on the exclusive group interaction technology developed by *de pinxi*, *argoGroup*[™].

In the theatre, which can accommodate 45 persons, each seat is equipped with a console allowing individual interaction: joystick, buttons, display and sound module. The system combines social experience with highly individual interaction.

Thanks to *argoGroup*[™], the show is also multilingual, allowing visitors of different languages to all interact together!

The theatre's special effects include vibrations, flashes, and 5.1 spatialised sound.

argoGroup[™] was awarded *best new show product at IAAPA 2001*.



most innovative shows in Laval Virtual 2007.

About *de pinxi*

Ever since 1993 *de pinxi* has been developing leisure and educational shows that immerses the audience in their interactive content.

Numerous installations have been realized in more than 25 countries worldwide.

These experiences involve the creation of virtual worlds (computer graphics and sound), 3D HD footage, special effects and control electronics that are placed in the audience's hands. We propose interactive attractions, far beyond ordinary!

Watch info about Murky Waters in Moscow interactive cinema here:

<http://www.depinxi.be/selectedshows/rostok/rostok.php>

More *de pinxi* shows teasers on:

www.youtube.com/user/depinxi

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