



**A European first for a show open to the general public:**

***de pinxi* reveals group interaction for a large interactive game  
...on the (chocolate) planet Mars®. 10,000 players in 7 days!**

For Masterfoods Belgium, *de pinxi* has created the interactive attraction “Discover the Pleasure of Mars®”, a game lasting 7 minutes, in which 30 players – each one holding a gamepad – face off in front of a giant screen!

From 31 October until 6 November, the visitors to the “Mediaplanet” multimedia show were able to discover group interactivity: 10,000 players took part in the interactive experience developed by *de pinxi*, the Brussels firm specialising in virtual reality for large audiences.

Navigating through landscapes of nougatine, surfing rivers of caramel and avoiding the chocolate landslides, the players discover, through their (inter-) action the ingredients of the “Pleasure of Mars®” !

This title developed for Mars® is a game which combines both team effort and individual performance: the room is divided into four groups, who compete to obtain the highest possible number of points. Within each team, individual scores are added up, so that a prize can be given for the best player in each session.

At the heart of the system is *argoGroup*™, the name for all the material and software developed exclusively by *de pinxi*, which enables all the participants to enact simultaneously with the show.

The system is made up of:

- A software kernel, *ArgoKernel*™, real time simulator engine (techniques similar to flight simulators) ;
- Electronic controls, including joysticks and personal video display, incorporated into each operator's seat; several modules of 64 operators can be interconnected to provide for auditoriums of over 250 places.

The system deployed for Mars® was the portable version, set up for auditoriums or theatres.

*Since 1993, de pinxi has been developing interactive experiences for museums, theme parks, and communications events. The experience is made up of a unique combination of virtual worlds (electronic imaging and sounds), of IT, and of electronic piloting, which is developed in-house. Our events are not films; they are simulations where **the audience becomes the actors**.*

For further information: [www.depinski.be](http://www.depinski.be) - [info@depinski.be](mailto:info@depinski.be).