

## **In an international première, S1 decided to boost its sales conference by a group interactive experience.**

*Welcome to the Chateau du Lac, in Genval, Belgium !*

S1 chose this prestigious location to set-up its Y2K EMEA sales conference. 60 top sales representatives from Europe and the Middle East were meeting in a conventional conference room...

... not that conventional, if you look closer at the pictures of this page : there is a screen, a projector, a podium for the speaker, but look, the whole audience is provided with joysticks !

Together with the European Marketing team of S1, *de pinxi* developed an interactive teamwork game based on the theme of the conference: the Power of One.

Across virtual worlds, the 30 simultaneous players have a quest: to achieve their annual target, while discovering the company directions for the coming year.

Teamwork is not only encouraged: it is the only solution to having a chance of reaching the final goal ! Thanks to exclusive *de pinxi argoGroup™* exclusive technology, the simulation 'game' becomes an unrivalled team motivation tool.

Taking a break between two competing sessions, the blue team (Dutch representatives) is formulating strategies to boost its scoring... or its annual revenue?

### **Technical Data Sheet.**

*argoGroup™* system (portable version) and interactive content by *de pinxi*.  
Large screen projection.

### ***Many thanks to :***

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