

For the second year running, Master Food presents *Discover the Pleasure of Mars®* at the Médiaplanet* exhibition hall in Brussels, in an interactive theatre realised by *de pinxi*.

The experience

"*Discover the pleasure of Mars® II*" is the follow-on to the adventure presented last year at Médiaplanet. It consists of a three-dimensional, interactive game in which 36 players form 4 teams and vie with one another for 8 minutes. Between 1 and 5 November 2001, 8,000 people experienced the new adventure!

The quest is to discover the pleasure of a Mars® and to reach the coveted chocolate bar by uncovering the secret of its ingredients. The way is not easy; it is strewn with pitfalls, enemies and traps to catch the unwary. Each person has a part to play in the challenge.

At the end of the spectacle, the best team is announced and the player who has acquired most points is presented with the official *Discover the Pleasure of Mars® Best Player* cap.

The interactive theatre and argoGroup™

On this occasion, *de pinxi* centred its interactive theatre round the portable version of *argoGroup™*. 36 individual control sets consisting of joystick and buttons were installed on a 6 degree sloping floor. Each set gives the player control of one particular icon on the screen. Players interact directly with the spectacle by means of this individual icon, opening doors, firing, selecting objects, picking up bonuses and scoring points. Individual scores are added up to give team scores.

The experience unfolds in stereoscopic 3D vision, the spectators wearing polarised glasses to penetrate the depths of nougatine caverns or to see strange vessels coming out of the screen towards them.

Players are totally immersed in the spectacle: shown on a 6 x 4 metre screen, it is generated in real time at 60 images a second by the *argo™* software from *de pinxi* on an sgi Onyx computer. The interaction is also supported by a powerful soundtrack consisting of music and special sound effects, delivered on 64 different tracks!

Installation of the whole theatre, including the sloping floors and all cabling, takes two days.

* Médiaplanet, exhibition hall for multimedia and new technologies open to the general public: 100,000 visitors in 5 days (www.mediaplanet.be).

For more information visit www.depinxi.be - info@depinxi.be