Interactive wall

Overview

The Interactive Wall supports **games** that can played by one, two or more players simultaneously, using their entire body, in a space of about 3 x 3 m comprising a large projection area. Players control the game using their **"virtual" shadows** which are projected on the screen and follow their **body movements**. The rationale for using the players' shadow is two-fold. On the one hand, it is easier for people, especially "non game-players", to identify their shadow rather than an avatar, thus achieving a higher level of control and immersion. On the other hand, this approach allows for maximum flexibility regarding the number, posture and size of players, as well instantly joining and leaving the game, thus maximizing the opportunities for social interaction.

Players have to use their shadows to direct specific items in (e.g., products) or away from (e.g., garbage) their baskets. Also, in some game variations players may also have to put different items in each different basket.

During the game, the players get photographed by the system. At the end of the game a small printer prints out a voucher containing score information, a web address from which players can download their game photos as well as information about items for gifts or promotions earned during the game. In some installations an additional touch screen is also used as a means of seeing and immediately sending the photos to an e-mail address.

An app version of the "Interactive wall" system is also available for Android, iOS, and Windows 8 mobile devices (smartphones and tablets).

*Permanent installation
at Heraklion Airport*

*"Tastes & Life" exhibition at the
Zappeion Exhibition Hall, in Athens*

*Mobile version for smart phones and
tablets (iOS, Android, Windows 8)*

Target Applications

The system is a very effective marketing and advertising tool (i.e., "advergaming") targeted to public spaces, exhibitions and points of sale. Up to now it has been installed in 7 large public exhibitions, 2 airports and 2 ports in Greece.

Furthermore, the system can support active, fun educational activities for all ages. An educational version of the game, where players have to differentiate among old (i.e., museum items) and contemporary objects, is currently being installed at a museum in Chania, Greece.

"Athens Plaython" event, Gazi, Athens

Additional information

Up to now the game has been installed in numerous events and public spaces and has been experienced by more than 5.000 distinct players with ages ranging from 2 to 78 years old.

Permanent public installations:
- Heraklion Archaeological Museum
- Heraklion Airport
- Heraklion Port
- Chania Airport
- Chania Port
- National Research Foundation "Eleftherios K. Venizelos", Chania

Temporary public installations:
- Metro, Syntagma Station, Athens
- "Tastes & Life" Exhibition, Zapeion Megaron, Athens
- Athens Plaython, Gazi, Athens
- El. Venizelos Exhibition Centre, Athens
- "Crete, The Great Meeting", Tae Kwon Do Center, Athens
- World Tourism Day 2013, Eleftheria Square, Heraklion, Crete
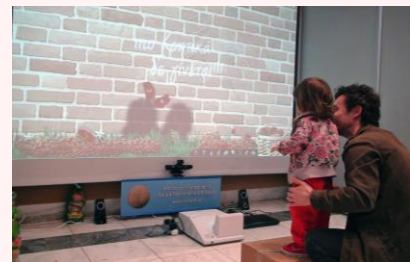
Related Videos:
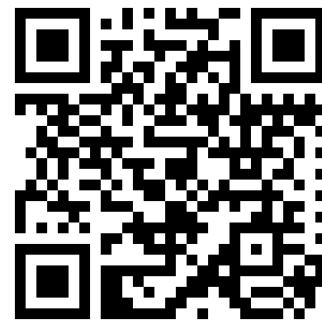- *http://youtu.be/nmpv7_rYzmM*
- *http://youtu.be/dYXBVwktmk4*

Sample in-game photo

A "heavily" multiplayer game session

A game for all ages

Interactive Wall web page
www.ics.forth.gr/ami/project/interactive-wall/

Contact details: **Constantine Stephanidis**

cs@ics.forth.gr

www.ics.forth.gr/ami