



COMMUNICATIONS-LTD

*Launch
Experience
Anzupgo*

PRESS START

ARCADE LAUNCH EXPERIENCE

PLAY THE FUTURE

A Premium Immersive Foyer Experience

LAUNCH EXPERIENCE PROPOSAL



PLAY THE FUTURE

The Journey Begins Before The Show.

Launch Experience Proposal



EXECUTIVE SUMMARY

Today's audiences no longer remember events simply because they attended them.

They remember how those events made them feel.

The foyer is traditionally viewed as a transition area—a place to wait before entering the main event. Our vision transforms this overlooked space into the first chapter of the launch story, where every guest becomes an active participant instead of a passive attendee.

Inspired by the nostalgia and excitement of classic arcades, fused with cutting-edge digital technology, this immersive experience invites attendees to play, compete, collaborate, and unlock achievements before they ever take their seats.

Rather than filling the foyer with standalone entertainment, every activation is intentionally designed to communicate the event's central message: progress is earned through challenge, precision, and persistence.

Each game represents a different stage of the brand journey, reinforcing the values of innovation, performance, strategy, and achievement.

By the time guests enter the ballroom, they are no longer spectators—they have already become part of the story.



OBJECTIVES

The Arcade Experience has been designed to achieve five strategic objectives:

- 01 Create an unforgettable first impression.
- 02 Increase guest engagement before the main presentation.
- 03 Build emotional investment through participation.
- 04 Generate highly shareable social content.
- 05 Establish a seamless narrative transition into the launch experience.

THE BIG IDEA

PLAY THE FUTURE

Every breakthrough begins with a challenge.

Every challenge rewards courage.

Every victory unlocks what's next.

The foyer becomes a living arcade where guests complete missions that symbolise the mindset required to create the future.

Every challenge completed unlocks another step toward the launch.

Guests don't simply
walk into the event.

They earn their way there.

CREATIVE RATIONALE

Arcades represent more than games.
They represent:

Curiosity

Discovery

Competition

Skill

Achievement

Progress

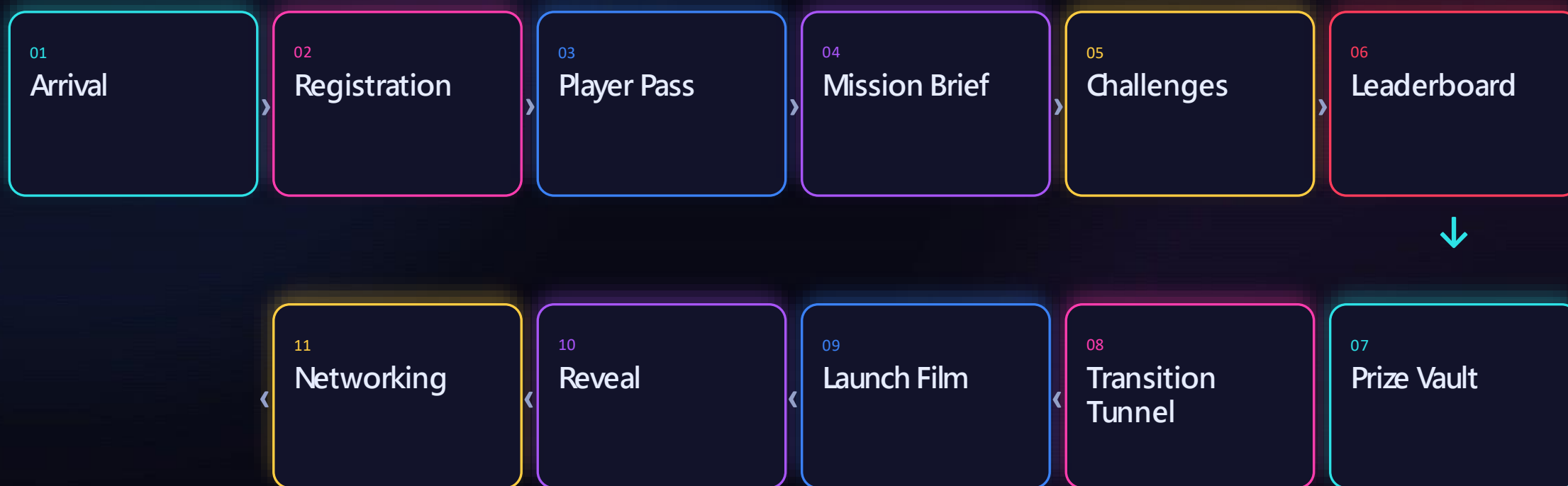


These same principles mirror every
successful innovation journey.

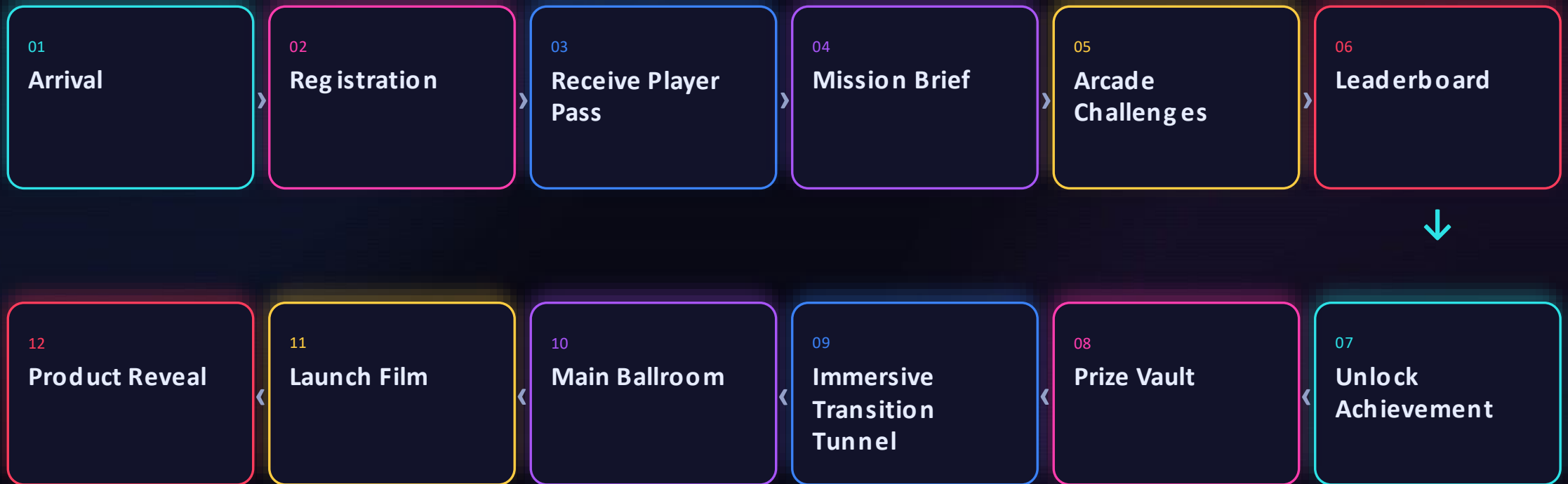
Instead of watching innovation
happen...

Guests experience it firsthand.

EVENT FLOW



EXPERIENCE FLOW



ARRIVAL EXPERIENCE

WELCOME PLAYER ONE

Guests are welcomed by an impressive neon portal featuring LED animations inspired by retro gaming aesthetics.

A giant digital countdown welcomes each participant.

Interactive floor graphics illuminate beneath every step.

Arcade sound effects create anticipation.

The atmosphere immediately shifts guests into “game mode.”



PLAYER PASS

Instead of a traditional badge...

Every guest receives a premium Player Pass.

The pass includes:

▸ QR Code

▸ RFID chip

▸ Guest name

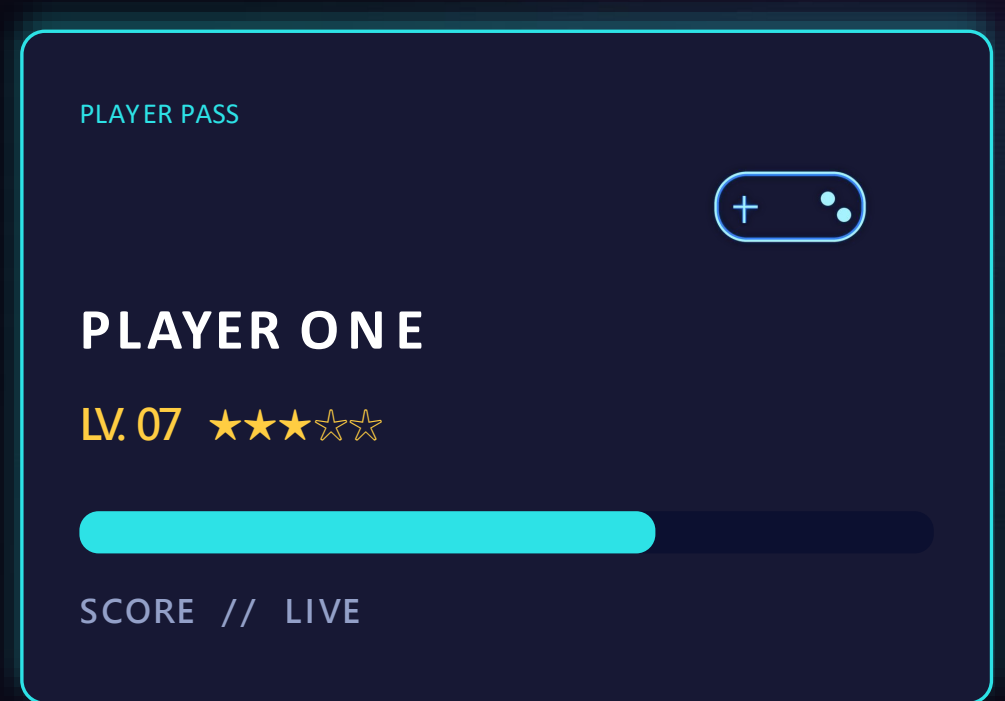
▸ Avatar level

▸ Live scoring

▸ Hidden achievements

▸ Challenge tracker

Every completed activity updates automatically. **Guests can follow their progress in real time.**



DIGITAL LEADERBOARD

Large LED screens display

1 Top Players ★

2 Highest Scores ★

3 Most Missions Completed ★

4 Fastest Times ★

5 Lucky Winners ★



Dynamic animations celebrate every achievement. The leaderboard continuously encourages participation throughout the event.

FOYER MASTERPLAN

The foyer is divided into four immersive zones.

ZONE A

Arrival

- Registration
- Welcome Portal
- Player Pass Collection

ZONE B

Challenge Arena

- Basketball
- Darts
- Reaction Wall
- Memory Challenge

ZONE C

Competition Zone

- Air Hockey
- Racing Simulator
- VR Mission
- Retro Arcade

ZONE D

Achievement Zone

- Prize Vault
- Photo Booth
- Leaderboard
- Social Wall
- Main Ballroom Entrance

DESIGN PRINCIPLES

Every activation follows five rules.

01

Interactive

Every guest participates.

02

Competitive

Friendly competition increases engagement.

03

Rewarding

Every activity earns progress.

04

Immersive

Lighting, sound and visuals create excitement.

05

Connected

Every game supports one unified story.

BASKETBALL CHALLENGE

PRECISION WINS



CONCEPT

Every great achievement begins with accuracy.
Success isn't about luck.

It's about precision under pressure.

GAMEPLAY

Every successful basket adds points to the Player Pass.

The LED wall celebrates milestones.
Special bonus baskets randomly appear.

BRANDING OPPORTUNITY

Basketball backboard fully customised.
Digital animations reinforce campaign messaging.

OBJECTIVE

Score as many baskets as possible within 30 seconds.

SETUP

- ▶ Premium LED basketball machine
- ▶ Branded basketballs
- ▶ Giant LED scoreboard
- ▶ Motion lighting
- ▶ Sound effects

REWARD

Top daily scorer unlocks exclusive prizes.

DARTS CHALLENGE

HIT THE TARGET



CONCEPT

Innovation requires focus.

Every successful decision starts with aiming in the right direction.

GAMEPLAY

Instead of traditional numbers...

The dartboard is divided into branded values:

- Innovation
- Speed
- Vision
- Leadership
- Performance
- Future

Guests aim for different strategic targets.

Each target awards different point values.

Digital scoring automatically updates the leaderboard.

RETRO ARCADE ZONE

THE CLASSICS REIMAGINED



CONCEPT

Every innovation begins by mastering the fundamentals.

The Retro Arcade Zone brings timeless classics into a modern branded environment, allowing guests to reconnect with the excitement of discovery while subtly introducing the campaign narrative.

The objective isn't nostalgia alone—it's to demonstrate that great ideas evolve, but the thrill of achievement remains timeless.

PRODUCTION

- 6–10 branded arcade cabinets
- RGB lighting
- Custom vinyl wraps
- LED overhead signage
- Ambient retro soundtrack
- Staff Game Masters

EXPERIENCE

Guests enter a vibrant neon-lit arcade featuring customised cabinets wrapped entirely in event branding.

Games include:

- Pac-Man
- Space Invaders
- Street Fighter
- Pinball
- Dance Machine
- Basketball Arcade

Each machine awards digital points directly to the Player Pass.

BRAND INTEGRATION

Each cabinet displays campaign messaging during loading screens and high-score moments.

Example:

LEVEL COMPLETE

“Progress unlocked.”

DIGITAL REACTION WALL

HOW FAST CAN YOU REACT?



CONCEPT

Success belongs to those who react quickly.

Inspired by competitive esports training, this activation measures reflexes under pressure.

DIFFICULTY LEVELS

- Easy
- Medium
- Expert

TECHNICAL REQUIREMENTS

- Interactive LED wall
- Motion sensors
- Touch sensors
- Central scoring system
- LED timer

GUEST JOURNEY

Guests stand before a 3-metre LED wall.

Random illuminated targets appear.

Players must touch as many targets as possible within 45 seconds.

LIVE FEEDBACK

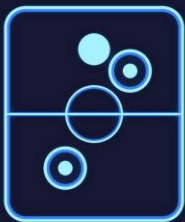
- Speed
- Accuracy
- Reaction Time
- Personal Ranking

BRAND MESSAGE

Fast decisions create extraordinary outcomes.

AIR HOCKEY

KEEP THE MOMENTUM



CONCEPT

Momentum creates success.
Every move counts.
Every second matters.

DIGITAL INTEGRATION

- LED scoreboards
- Commentary sound effects
- Instant rankings

EXPERIENCE

Two guests compete.
Instead of a traditional puck,
the puck carries the campaign logo.
The table features custom illuminated graphics.

BRANDED MESSAGES

"Never lose momentum."
"Keep moving forward."

RACING SIMULATOR

ACCELERATE THE FUTURE



CONCEPT

Innovation never waits.

Guests compete in professional racing simulators where every second represents progress.

COMPETITION

- Fastest Lap
- Best Cornering
- Smoothest Driver

VISUAL IDENTITY

- Track branding
- Digital billboards
- Custom finish line

SETUP

- Professional simulator cockpit
- Triple curved monitors
- Force-feedback steering
- Premium racing seat
- Pedals
- Digital timer

REWARD

Top 10 drivers displayed live.

VR EXPERIENCE

STEP INSIDE TOMORROW



CONCEPT

Rather than watching innovation...
Guests **experience** it.

EQUIPMENT

- VR headset
- Motion controllers
- 360° environment
- Sound isolation
- Sanitisation station

END SCENE

The final portal opens...
Guests **walk directly toward the ballroom entrance.**

STORY

Players travel through immersive environments representing

- Challenge
- Discovery
- Transformation
- Achievement
- Future

DURATION

2–3 minutes

MEMORY MATCH

CONNECT THE PIECES



CONCEPT

Every breakthrough starts by recognising the right connection.

BRANDED ICONS

- Innovation
- Technology
- Vision
- Progress
- Success
- Performance

GAMEPLAY

Interactive touch table.
Guests flip digital cards.
Matching branded symbols unlock achievements.

EXPERIENCE DURATION

90 seconds

REWARD

Bonus XP added to Player Pass.

GIANT CLAW MACHINE

UNLOCK THE REWARD



CONCEPT

Achievement deserves recognition.

BRANDING

Entire machine wrapped.
LED animations.
Voice prompts.

PRIZE CATEGORIES

- Premium Merchandise
- Golden Ticket
- VIP Upgrade
- Instant Win
- Mystery Box
- Digital Voucher

SOCIAL MOMENT

Guests celebrate every successful grab.
Perfect Instagram content.

GIANT CONNECT FOUR

BUILD THE FUTURE



CONCEPT

Innovation happens one move at a time.

MESSAGE

Every move creates something bigger.

GAMEPLAY

Teams compete using oversized branded discs.

Each colour represents

- Innovation
- Leadership
- Strategy
- Performance

PINBALL CHALLENGE

KEEP THE ENERGY ALIVE



CONCEPT

Momentum drives success.

Every bounce represents overcoming another challenge.

SCORING

- Combo bonuses
- Multi-ball mode
- Achievement unlocks

EXPERIENCE

Custom digital pinball table.

Campaign graphics.

LED score multiplier.

PRIZE VAULT

MISSION COMPLETE



CONCEPT

The finale.

Guests scan their Player Pass.
The vault recognises their achievements.

FINAL MESSAGE

MISSION COMPLETE

WELCOME TO THE NEXT LEVEL

EXPERIENCE

LED doors illuminate.
Countdown begins.
Prize revealed.
Confetti effect.
Victory soundtrack.

DIGITAL LEADERBOARD

Real-time updates.

1 Top Players

2 Most Missions

3 Fastest Time

4 Highest Accuracy

5 Daily Champions



Large LED wall. Dynamic animations. **Live celebration moments.**

PHOTO MOMENT

PLAYER OF THE DAY

- ▶ Interactive winner podium.
- ▶ LED backdrop.
- ▶ Oversized joystick sculpture.
- ▶ Neon tunnel.
- ▶ 360° camera.
- ▶ Slow-motion victory videos.
- ▶ Instant sharing station.



SOCIAL EXPERIENCE

Guests receive

Digital scorecards

GIFs

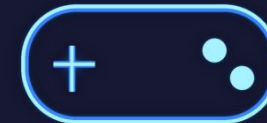
Boomerangs

360° videos

AI-generated gaming posters

Personalised achievement cards

QR download station



BRANDING APPLICATIONS

Custom floor graphics

LED pillars

Wayfinding

Ceiling banners

Digital countdowns

Player badges

Gaming tokens

Interactive kiosks

LIGHTING DESIGN

Colour palette

● Electric Blue

● Neon Purple

● Crimson Red

● Cyan

● White Pixel Lighting

Effects

- Dynamic moving heads
- LED strips
- Pixel ceiling grid
- Laser effects



AUDIO EXPERIENCE

8-bit nostalgia

Electronic cinematic soundtrack

Dynamic victory music

Countdown sounds

Achievement unlock sounds

Crowd cheers

Custom event sonic identity



PRODUCTION REQUIREMENTS

LED Screens

Arcade Machines

Gaming Consoles

Power Distribution

High-speed Internet

Floor Graphics

Brand Fabrication

Furniture

Queue Barriers

Prize Storage

Technical Control Room



CHE[®]

Challenge Every Expectation





Thank You



dynamics
Company

dropad
SOLUTIONS

X.M.E
EXHIBITIONS