

# Interactivity







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Although our audience is hugely diverse, young and old alike are looking for unforgettable experiences. We have developed a range of interactive products and mobile apps to use in towns, cities or shopping centres to entertain, make a big impression and leave the public wanting to extend their visit and return.

Interactivity is even more attractive than illuminations. It brings generations together to share a unique experience as the public stop being onlookers and become involved.

	DIGITAL via smartphone app	TOUCH a physical action triggers the animation
Play Magic	✓	
Play Colors	✓	
Tam-Tam Colors		✓
Console		✓
Scenes		✓
Bench with presence sensor		✓
Arch with presence sensor		✓





# Play Magic

## Play in augmented reality!

Allowing audiences to do things like take a photo with Father Christmas or play with Charlie the Unicorn, our augmented reality apps add virtual characters into the real world, leaving the public laughing and amazed. Children and adults can easily take part in the fun using a smartphone enjoying an unforgettable experience that transforms reality into a unique performance.

### How does it work?

**For the public, the idea is simple:** When users approach the Play Magic banner, the app they have pre-installed on their phones automatically unlocks to give them access to the games. They can then share the experience on their social media pages. The public app features your branding and a link to your website or social media.

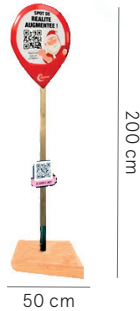
### For the city:

The games app has a subscription model valid while the illuminations are up, with games updated each year. Apart from this, all you need to do is install the banner near the illuminations to tell the public they can enjoy a free game on their phone in the location. There is no need for any connection. The app's success also depends on you advertising it on displays in your town/city and on your social media pages. We can assist you in setting up your communications (Réf. ARCOM below).

### Games available:



Reference	Description
AR001	3 games pack (chosen from the 7 existing games) + 1 Totem
AR002	5 games pack (chosen from the 7 existing games) + 1 Totem
ARTOT1	1 additional Totem
ARCOM	Augmented Reality Communications Pack (non-printed poster, web banner and smartphone-format image).







## PlayColors

### Change the colour of the illuminations !

Play Colors is a smartphone application that allows the public to control, during a game session, the colour and animation of the Christmas tree in their town or shopping centre.

Changing the colour of the garlands in one click, throwing comets of light with your fingertips, and setting the rhythm of the light like a heartbeat by tapping the screen of your smartphone are just some of the games available on this application.

The selfie mode allows the user to immortalise the experience in front of the lighting site and share it on social networks, thus inviting friends to come and try the experience live.

**SV503RGB**  
fullcolor  
◆ 6.50m - ■ 1.80m  
⚡ 190W - ☒ 235kg

## Play with light

### Press the buttons and the character comes to life!

Press the buttons on the console and Noah comes to life !

3 buttons on the console each trigger a very specific musical and lighting animation. A surprising show that encourages passers-by to play with the characters, to take over the illuminations, and to come back.

You create the buzz, footfall increases, people come along to see the decorations and experience an unforgettable light show.

Thousands of photos are taken and shared by passers-by, and city-centre footfall increases by 30%.

This console is offered with our Noah and our giant 4-metre Santa Claus but is also fully compatible with our other illuminated characters.

#### How does it work?

##### For the public:

The buttons on the console are totally intuitive and are presented in the form of red push-buttons. When a member of the public presses the button, it immediately triggers the musical and illuminated animation on the character.

##### For the City:

All the animations are pre-programmed, all you have to do is set up the decorations and the console and it's ready to go!



Animation also available  
on Santa Claus:



GX046L-A





# Create your own Bioprint scenes

Choose from these characters to create your own scene.  
All the motifs presented are self-supporting on a frame but can also be manufactured in wallmount and polemount (on demand).

- **Choose your frame:** Bauble or Golden Gift (Ref. SC014 or SC015).
- **Choose 2 decorations and create your own scene:** Reindeer, House, Fir Tree, Angel, Sled, Snowflake, Snowman and Gift Packs (Ref. from SC016 to SC025) – Let your imagination run wild!

 <p>● SC014 arche xmas ◆ 2.90m - ◆ 2.55m ⚡ 40W - ☒ 26.6kg</p>	 <p>● SC015 arche frozen ◆ 2.30m - ◆ 2.55m ⚡ 35W - ☒ 21.4kg</p>			
 <p>● SC025 snowy ◆ 1.55m - ◆ 1.00m ⚡ 22W - ☒ 11kg</p>	 <p>● SC016 rudolf ◆ 1.80m - ◆ 0.80m ⚡ 15W - ☒ 4.6kg</p>	 <p>● SC017 tornado ◆ 1.80m - ◆ 1.15m ⚡ 20W - ☒ 6.5kg</p>	 <p>● SC018 home ◆ 1.70m - ◆ 0.95m ⚡ 20W - ☒ 7.4kg</p>	 <p>● SC019 erica ◆ 1.90m - ◆ 1.30m ⚡ 25W - ☒ 8kg</p>
 <p>● SC024 cadeaux ◆ 1.70m - ◆ 0.70m ⚡ 32W - ☒ 10kg</p>	 <p>● SC020 ronny ◆ 1.65m - ◆ 1.35m ⚡ 15W - ☒ 5.3kg</p>	 <p>● SC021 rafael ◆ 1.50m - ◆ 1.25m ⚡ 20W - ☒ 6.4kg</p>	 <p>● SC022 wizzy ◆ 0.90m - ◆ 1.45m ⚡ 25W - ☒ 8.6kg</p>	 <p>● SC023 cristal ◆ 1.00m - ◆ 1.75m ⚡ 20W - ☒ 6.8kg</p>





## **CONTACT**

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