



GAME WALL

CONTROL
PLAY
REWARD



MONDRIAN

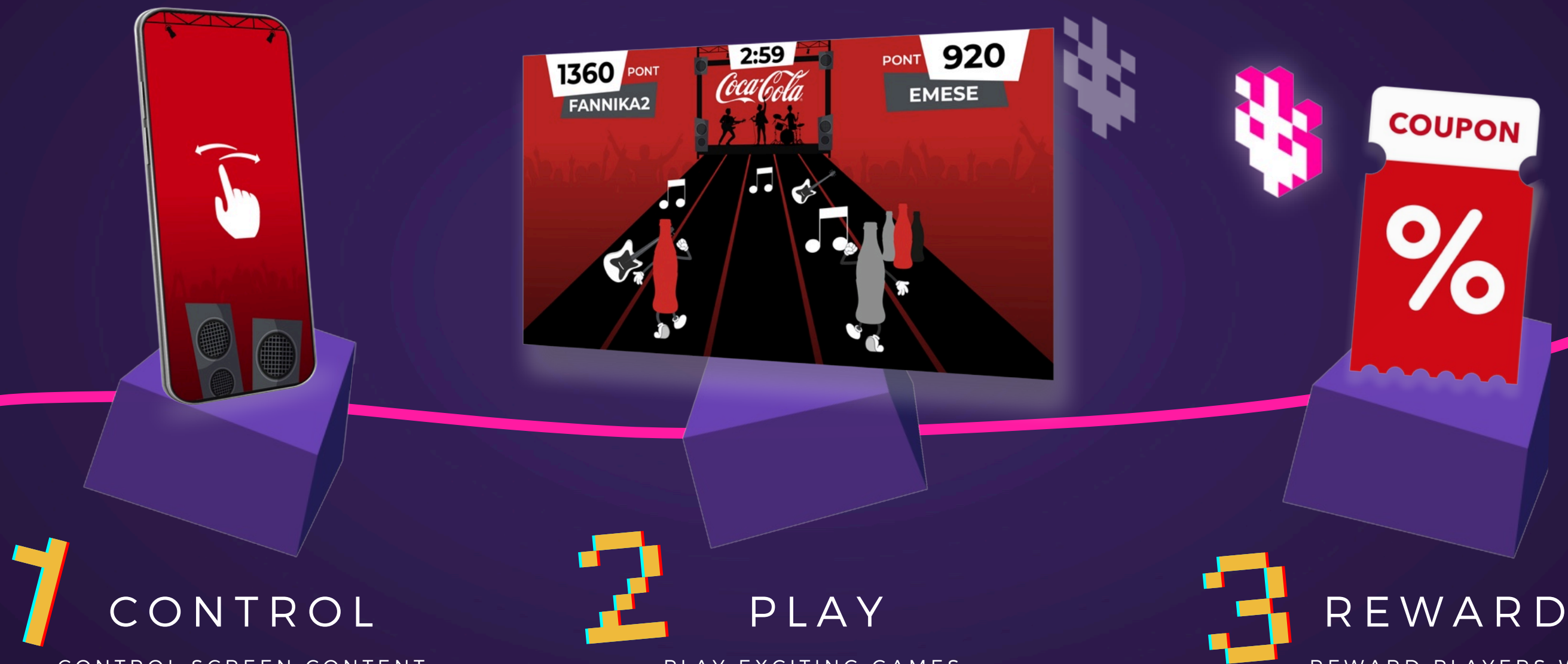


NEXT LEVEL COMMUNITY EXPERIENCE

GAMEWALL IS A CUSTOMER ENGAGEMENT PLATFORM
THAT TURNS ANY SCREEN INTO INTERACTIVE BRAND
EXPERIENCES CONTROLLED BY SMARTPHONES,
PHYSICAL BUTTONS, OR BODY MOTION, ALLOWING
REWARD DISTRIBUTION AND ADVERTISEMENT DISPLAY



HOW DOES IT WORK?



1

CONTROL

CONTROL SCREEN CONTENT
USING ANY REGULAR SMART
PHONE TO UPGRADE DIGITAL
DISPLAYS INTO INTERACTIVE
MARKETING TOOLS

2

PLAY

PLAY EXCITING GAMES,
PARTICIPATE IN QUIZZES OR
QUESTIONNAIRES TO
FACILITATE INTERACTIVE
BRAND ENGAGEMENT

3

REWARD

REWARD PLAYERS WITH DIGITAL
COUPONS SENT TO MOBILE OR BY
DISTRIBUTING PROMOTION CODES

WHAT WE PROVIDE?

EVERYTHING IS INCLUDED!



GAME
PLATFORM
WITH
GAME/APP
LIBRARY



PLUG&PLAY
HARDWARE
OR
CLIENT APP TO
RUN IT ON
YOUR DEVICE



CAMPAIGN AND
ADVERTISING
MANAGEMENT



REWARD
SYSTEM



AUDIENCE
BUILDING AND
ANALYTICS





EVENT



LOCATION



CROWD

YOU
BRING!

NECESSARY ITEMS

PROVIDED BY
PARTNER OR GAMEWALL TEAM



DISPLAY



INTERNET
ACCESS
OR
LOCAL SERVER
MODE
SUPPORT

WHAT IF I WANT BRANDED CONTENT?

HEADING CUSTOMISE

- ✓ LOBBY SCREEN'S
- ✓ BACKGROUND IMAGE
- ✓ VIDEO
- ✓ COLORS
- ✓ CONTROLLER



WHAT IF I WANT MORE
CONTROL OVER

BRANDED
CONTENT?

CUSTOMISE

THE ASSETS AND
COLORS OF AN
EXISTING GAME.





WHAT IF I WANT MAXIMAL CONTROL OF MY BRANDED CONTENT?

LET US CREATE A
CUSTOM GAME AND
CONTROLLER FOR YOU.

HOW DO YOU PLAY?



1

Scan the QR code
using your phone



2

Type a **nickname**
and optionally
register your email
address



3

Wait for
your turn



4

Use **gestures**
to control

WHAT DOES THE SYSTEM PROVIDE?

Game / App library

Multiple locations, screens & games

Single or multiplayer games

Advertisements

Privacy & Data Consent statement

Rewarding / coupons

Analytics

Audience building

Campaign management

Alternative controls

HOW IT WORKS?

1

SET UP A SCREEN:

LED WALL, LCD DISPLAY, OR PROJECTOR. GAMEWALL WORKS WITH ANY TYPE OF SCREEN.



2

PROVIDE INTERNET ACCESS:

GAMEWALL RUNS ONLINE BY DEFAULT WITH A STABLE INTERNET CONNECTION, WHILE OFFLINE OPERATION IS ALSO SUPPORTED. SEE MORE INFO ON THE NEXT SLIDE.



3

CONNECT GAMEWALL CONSOLE OR LAPTOP/PC:

USE THE DEDICATED GAMEWALL CONSOLE, OR RUN THE GAMEWALL CLIENT APP ON ANY MAC, WINDOWS, OR LINUX DEVICE.

4

CONTROL THE GAME/APP:

PARTICIPANTS' PHONES INSTANTLY BECOME CONTROLLERS. NO DOWNLOADS, NO INSTALLATION NEEDED.



BODY-BASED INTERACTION IS A PRIMARY CONTROL METHOD IN SELECTED GAMES, DRIVEN BY PARTICIPANTS' PHYSICAL MOVEMENT. IN CERTAIN APPLICATIONS, SUCH AS LOTTERY WHEEL, A BIG RED BUTTON IS ALSO AVAILABLE AS AN ALTERNATIVE PHYSICAL INPUT OPTION.

OPERATING MODES

GameWall is built for reliable performance in any event environment.
Choose the operating mode that fits your venue.

FEATURE	ONLINE MODE for stable cellular coverage	OFFLINE MODE for limited or unstable internet access
Player connection	Cellular data	Dedicated WiFi network
Operation	Cloud-based	Local server based

EXAMPLES

GAMEWALL IS YOUR COMPANY'S PORTABLE
GAMING AND ENGAGEMENT CONSOLE,
WHETHER YOU PLAN A FULL YEAR ROADSHOW WITH
SEVERAL LOCATIONS OR JUST A ONE-DAY CONFERENCE



**LARGE SCALE
EVENT**



SMALL EVENT



**COMPANY
EVENT**



**DIGITAL OUT
OF HOME**

#GAMIFICATION #NEWREVENUE #BRANDWARENESS

FESTIVAL

**LARGE SCALE
EVENT**

**DO YOU HAVE ONE OR MORE
STAGES AND SCREENS?**

ENTERTAIN YOUR AUDIENCE WITH
**INTERACTIVE GAMES, PRICE DRAWS
AND BRANDED APPS.**

OPEN UP AN **ADDITIONAL REVENUE**
STREAM BY OFFERING AN ADDITIONAL
BRAND PRESENCE IN A HIGHLY
ENGAGING FORMAT TO YOUR
ADVERTISERS.

ADVANTAGE:

- unattended
- new revenue stream
- large exposure
- high level brand engagement

CONSIDER:

- intermission entertainment
- product sampling
- re-engagement



#GAMIFICATION #ENGAGEMENT #BRANDWARENESS

SINGLE DAY EVENT

CONFERENCE OR SINGLE DAY
EVENT? GAMEWALL MAKES
INTERMISSIONS TO VALUABLE
BRAND EXPERIENCES

UPSELL YOUR EVENT'S DISPLAY
REAL-ESTATE ON A PREMIUM PRICE BY
OFFERING INTERACTIVE GAMES AND
APPS TO BRAND MANAGERS

**SMALL
EVENT**

ADVANTAGE:

- memorable part of the event
- strong brand presence offered
- easy to monetize
- no tech knowledge required

CONSIDER:

- prize draws
- multiple screen campaigns



#ENTERTAINMENT #SOCIALSHARING #BRANDEXPERIENCE

CUSTOMER PARTY

**CREATE A MEMORABLE EXPERIENCE THAT
ENCOURAGES ACTIVE PARTICIPATION**

PARTY FOR CUSTOMERS OR A NON-
CONVENTIONAL COMPANY CHRISTMAS?
MAKE FLAWLESS BRAND EXPERIENCE.
BRAND VALUE ALIGNMENT IN A PLAYFUL
INTERACTIVE WAY. PARTICIPATION IS
EASY AND ACCESSIBLE FOR ALL WITH
YOUR OWN VISUAL APPEAL.

**COMPANY
EVENT**

ADVANTAGE:

- high entertainment value
- memorable
- easy to setup and use = inclusion

CONSIDER:

- internal leaderboards
- team based games
- live games where GameWall is
presenting your live score standing



#SALESVOLUME #SAMPLING #CUSTOMERENGAGEMENT

SAMPLING

DIGITAL OUT
OF HOME

INCREASE RETAIL SALES BY SAMPLING

INTERACTIVE GAMES ATTRACT CUSTOMERS FOR TASTINGS, SURVEYS, SAMPLING ACTIONS. MAXIMIZE VISIBILITY, TURN PASSIVE BYSTANDERS INTO ENGAGED PARTICIPANTS! GAMEWALL HELPS YOU TO RAISE BRAND AWARENESS AND RECALL WITH THE SMOOTHEST LOGISTICS AND COST EFFICIENCY.

ADVANTAGE:

- maximizing visibility + engagement
- instant feedback
- memorable experience

CONSIDER:

- prize draws (eg. spin the wheel)
- decision-making, tasting game that reflects instantly on the screen
- multiple location campaigns



GAME WALL

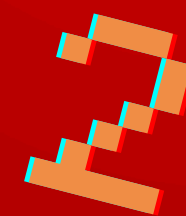
REFERENCES



COKE RUN at Sziget festival

MASSIVE FESTIVAL GAMING EXPERIENCE FOR BRAND
AWARENESS SUPPORTED BY INFLUENCERS

- Brand engagement was maximized via 3 LCD walls at the festival main stage
- Outstanding visitor participation reached
- Prize draws enable direct data collection
- Detailed analytics regarding campaign sites



SUCCESSFUL
FESTIVALS

SZIGET FESTIVAL 2024
SZIN FESTIVAL

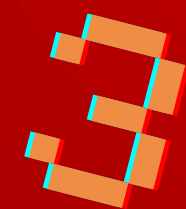




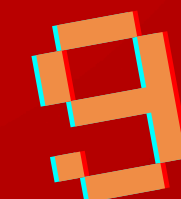
COKE RUN at Sampling

GAMIFIED BRAND EXPERIENCE TARGETING SHOPPERS IN
HIGH-TRAFFIC MALLS

- Brand interaction brought to life through a fully branded game and content (Level 3 customization)
- Seamless integration of product sampling and digital engagement



MONTHS



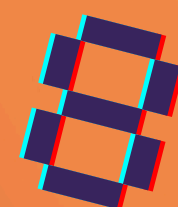
SHOPPING
MALLS



FEFMAN

INTERACTIVE GAMING EXPERIENCE FOR NEW PRODUCT INTRODUCTION CAMPAIGN SUPPORTED BY INFLUENCERS

- Hard to reach & excite age group was attracted by the game
- Multiple times and locations kept the hype going for 9 months
- Target brand awareness and recall was exceeded, participants remembered the new product derivative long after the event



SHOPPING
MALLS



INFLUENCER
EVENT

WINTER GAMES

INTERACTIVE 3D WINTER SPORT GAMING
EXPERIENCE DEVELOPED FOR A TWO-DAY
“EVENT PRODUCTION SHOW” (UK) EVENT

- Visitors could join the organizers’ prize draw only after playing one of the 5 custom-built games
- Due to the venue’s technical limitations, the complete system was deployed on a locally installed on-site server to ensure stable offline operation during the entire event

170+

GAMING
SESSIONS

180+

UNIQUE
PLAYERS

IN 2 DAYS AT A SINGLE LOCATION



QUIZMASTER

LARGE-SCALE INTERACTIVE QUIZMASTER EXPERIENCE
FOR THE EUROPE DAY EVENT BY DUTCHAM

- Educating participants about the European Union through a live multiplayer quiz experience
- Gameplay was hosted and managed in real time by a conductor using a custom-built controller interface
- Prize competition for the Top 5 players

20+ SIMULTANEOUS
PLAYERS

FOR A SINGLE SESSION





ALPHA PAC

at Partner party

GAMEWALL LIT UP A CELEBRATION PARTNER PARTY
WITH BRANDED DIGITAL FUN

- Delivered both visual impact and engagement in a party setting
- Tailored the contents to client's brand (Level 2 customization)

300+

GAME
SESSIONS

IN A SINGLE NIGHT SHOWCASE





ALPHA PAC

at Office design awards

INTERACTIVE ENTERTAINMENT MEETS CREATIVE TECH
AT HUNGARY'S LEADING OFFICE DESIGN EVENT

- Event-specific content which matches the evening's atmosphere and design (Level 2 customization)
- Delivered through creative projection mapping: GameWall visuals projected directly onto the venue's walls
- A unique digital layer added to a premium offline event



GLAMOUR

GLAMOUR CHALLENGE

STYLISH, GAMIFIED SAMPLING DESIGNED FOR GLAMOUR
AND ITS TARGET AUDIENCE

- Custom game and contents to match Glamour's brand and audience aesthetic
- Top-performing players instantly rewarded with on-the-spot prizes
- Detailed analytics regarding campaign sites

580+ GAMING
SESSIONS

IN 3 DAYS AT A SINGLE HIGH-IMPACT LOCATION



LOTTERY WHEEL

IN-STORE PROMOTION WITH PRIZE DRAW

- Operated as a digital lottery wheel
- Served as a hostess assistant solution
- Fully event-branded content (Level 2 customization)

150+ GAMING SESSIONS

IN 3 DAYS AT A SINGLE LOCATION



NEXT STEPS

CONTACT
GAMEWALL TEAM

CREATE

- LOCATION
- PLAYFIELD
- SCREEN
- CAMPAIGN
- ADS
- REWARDS
- COUPONS

RUN CAMPAIGN

- UNATTENDED OR
- SAMPLING WITH A HOSTESS

ANALYSE

BUILT-IN
ANALYTICAL
FUNCTIONS



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TALK
TO US!