



Industry
Technology / Distributorship
(Coin-Op Gaming)

Purpose
New Product Launch

Reach
1000 Owner/Operators
Internationally

Executed by



Hybrid Events with High Resolution Broadcasts

Synopsis

A leader in the high tech gaming market saw the elimination of one of its industry's mainstay tradeshow. They had previously relied on this particular show as their main vehicle for information dissemination to their distribution channel, and even planned product/ software upgrade releases to coincide with their attendance at that event. These market leaders determined that launching their products in a dynamic, interactive web broadcast met their company goals to "blow people away," to find a better way to serve their operators and to get everyone talking about their company and products.

To add to the impact of the product launch, target audiences (gaming machine operators) would not just watch the program over the web – they would watch at one of 24 hosting locations (22 distributor warehouse locations nationally and 2 other locations worldwide) and simultaneously get to play with the new gaming machines at their host center creating a powerful hybrid experience.

"Perhaps as far-reaching as Megatouch Live itself is the way AMI might be launching products in the future."

- Vending Times Magazine



Scope of the Project

- **Site Testing**
In advance of event day, each hosting site was tested to ensure the optimum viewing experience. Techs were deployed to each location to run speed tests and monitor bandwidth capacities. Ultimately, it was this optimization process that ensured that the broadcast was successful.
- **Enhanced Interactivity**
Questions from the viewing locations were of utmost importance. Text questions (via phone or tablet) were encouraged and were fed into the same question queue as the computer accessible questions.
- **Live Event**
Complete live event execution at the broadcast origination (using sister company Dyventive)
- **Virtual Event**
Providing staffing, technology and Xyvid's completely customizable, in-house high resolution broadcast platform including proactive feedback loop support.

The program accomplished a successful jump start for the sales of its new products and created a level of excitement previously unseen at other releases via tradeshow. Unlike tradeshow, this client competed with no one else for the time and attention of 1000 captivated audience members for the duration of the 90 minute broadcast. Beyond their expectations, the archive of the event went viral when word of its impressive, live roll-out spread across its industry.