



# **Rixos Kingdom Hotel**

## **Real-Time Character Experience**

**Client:**

Rixos Kingdom Hotel, Türkiye

**Location:**

Main Lobby Stairs – Interactive Screen Zone  
(3.5m × 2.0m Video Wall)

**Objective:**

Deliver a playful and magical experience where guests are transformed into characters from the beloved animated show Masha and the Bear, creating fun and memorable moments for both children and adults.

# Installation & Integration in Hotel Lobby



1 Camera + 1 Server

# Seamless Interaction: How It Works

## ➤ Step 1: Detection

Guest enters the camera's field of view

- The RC Camera continuously scans the interaction area.



## ➤ Step 2: Character Selection

- Children → assigned Masha
- Adults → assigned Bear

## ➤ Step 3: Real-Time Rendering

- Animated avatars mimic guest movement instantly





# Real Guest Reactions & Moments



Kids laugh and dance as Masha, adults surprised and taking photos




# Engagement & Performance Statistics

## Behavioral Insights

- ➡📱 *Many guests filmed the screen to capture character moments*
- 🧑👤 *Families and groups often used it together, increasing visibility*
- 🕒 *Some guests returned multiple times during their stay*
- 😄 *High emotional engagement: laughter, group posing, reenactments*
- 📶 *Increased dwell time in the lobby area, making it a social hub*



# Engagement & Performance Statistics

 Metric	 Value	 Notes
Engagement Rate	70%+	Guests who interacted out of total foot traffic
Average Session Time	25–35 sec	Time spent interacting with the experience
Maximum Session Time	28 min	Longest continuous session recorded
Repeat Participation	High	Guests frequently returned with friends/family