

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

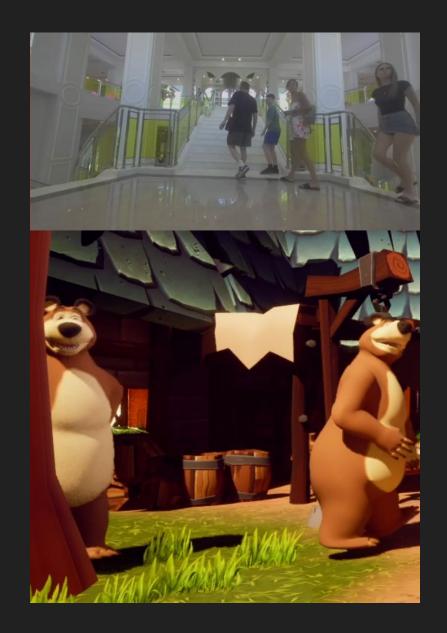
The RC Camera continuously scans the interaction area.

➤ 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









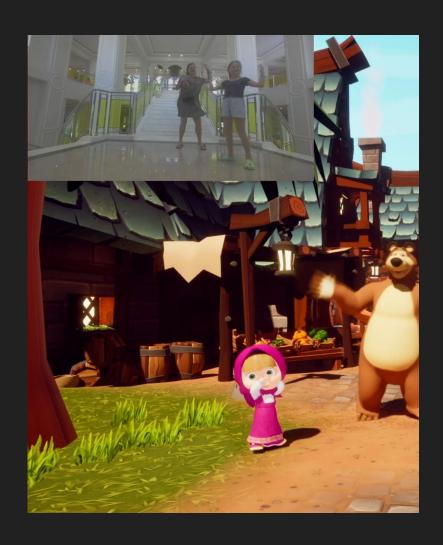
Kids laugh and dance as Masha, adults surprised and taking photos



Engagement & Performance Statistics

Behavioral Insights

- Many guests filmed the screen to capture character moments
- J Families and groups often used it together, increasing visibility
- — High emotional engagement: laughter, group posing, reenactments
- Increased dwell time in the lobby area, making it a social hub





Engagement & Performance Statistics

Metric	12 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

