



Rixos Kingdom Hotel Real-Time Character Experience

Client:

Rixos Kingdom Hotel, Türkiye

Location:

Main Lobby Stairs – Interactive Screen Zone
(3.5m x 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

THE LAND OF LEGENDS

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