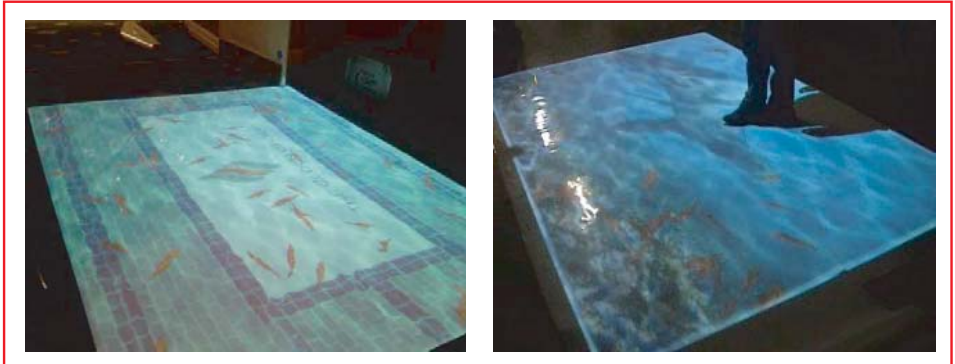


Floor FX is an interactive projection system where audiences can interact directly with the ground beneath them. *Floor FX* will give your audiences virtual excitement, that in returns will enrich audiences' brand experience. *Floor FX* is suitable for brand's indoor activation programs. Here are few samples of the products:

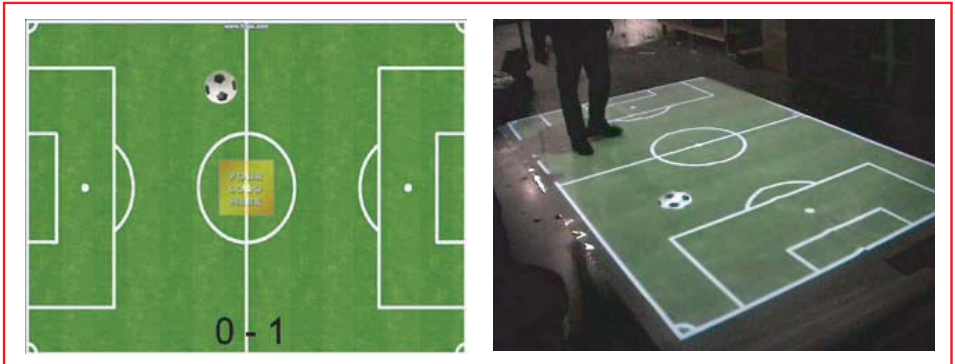
VIRTUAL POND

The floor is covered with virtual pond with fish swimming in it. While you walk on the floor, the fish will move avoiding you. The background image can be customized to your liking. You can also add sound effects for further excitement.



FOOTBALL

Play virtual soccer one against another. You can add brand logo as part of the background image. You can also add looping audio for further excitement.



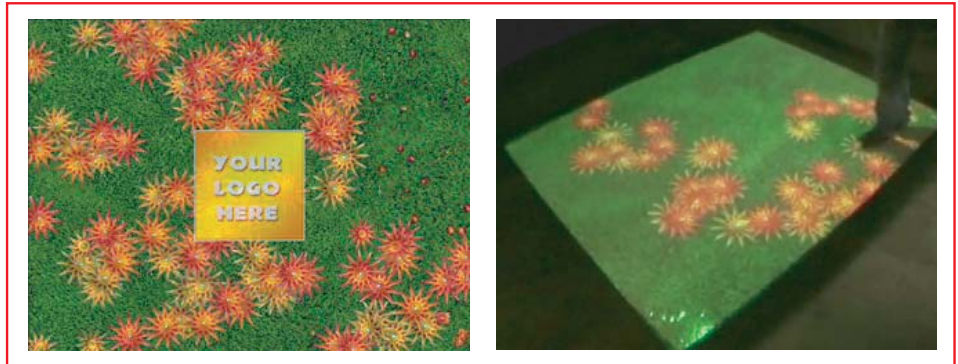
VIRUS ATTACK

For a limited time, you must stomp on all viruses that appear on the projected display. Virus design and background image can be customized. to your liking. You can also add sound effects and looping audio for further excitement.



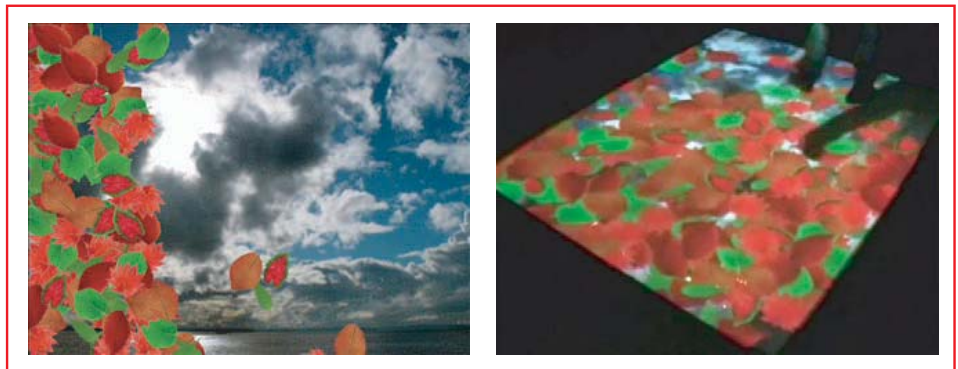
FLOWER STEPS

While you walk on the floor, there will be colorful animated flowers following your steps. Flower animations and background image can be customized to your liking. You can also add looping audio for further excitement.



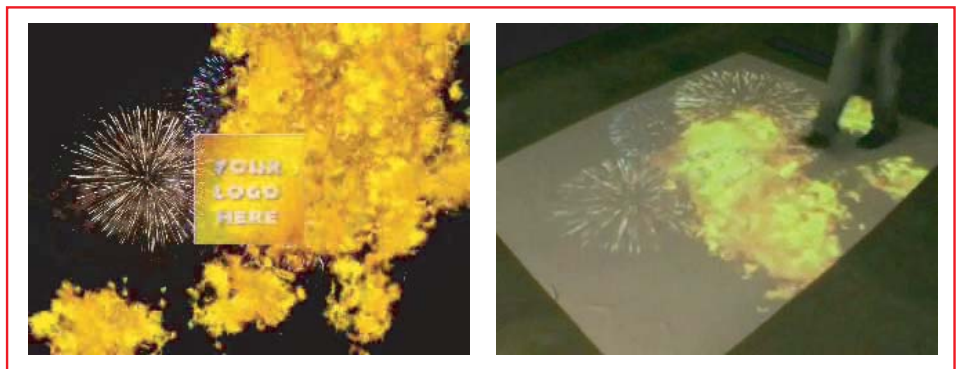
REVEAL YOUR PHOTO

The floor is covered by colorful leaves. While you walk on the floor, the leaves will move and reveal background photo underneath. Leaves and background image can be changed to your liking. You can also add looping audio for further excitement.



FIREWALKER

While you walk on the floor, there will be animated fire burst following your steps. Background image can be customized to your liking. You can also add looping audio for further excitement.



We can also help you in developing custom effects or advergame customized only for your brand.

For further effects and demo inquiries, please contact Stratego:

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