

SPORTS SIMULATOR ASIA CUP CHALLENGE

INTERACTIVE ROADSHOWS DRIVE EXCITEMENT FOR THOUSANDS OF ARABIAN FOOTBALL FANS

The AFC Asian Cup was held in the United Arab Emirates in 2019 as multiple venues in Dubai, Abu Dhabi and Al Ain. The organisers wanted to fully engage with as many football fans as possible, within the main shopping malls. Two Interactive Football Skill Zones were created, that successfully publicised the AFC Tournament and the UAE Malls. Sports Simulators fully engaged players testing out their various footballing skills, a specific points Game Challenge with branding was created. "Welcome to the Skills Zone", followed by flyby of Zayed Sports City Stadium, where the finals were held. "Interactive Crossbar Challenge: Take your Best Shots", player kicks 3 shots. "Accuracy Challenge: let's see how you do Under Pressure", player kicks 3 shots. "Precision Challenge: Target the National Team Shirts for Points", player kicks 3 shots. "Ultimate Challenge: Can you Score the Winning Penalty in the Asian Cup Final?", the player has 1 shot. "Your final score is then displayed after a great competition. The Interactive Roadshows proved to be very popular, enhancing the reputation of the UAE within Asia and the wider world.

