What is SwarmGaming®?

SwarmGaming is a unique, worldwide, interactive technology for live events. SwarmGaming revolutionizes the way groups experience entertainment. By means of optical signals, the system makes it possible for hundreds or thousands of people to jointly play computer games – it is a ‘controller for the masses’.

How is SwarmGaming used at events?

Each participant will receive a reflector (SwarmPad) with which he/she can send a top-down or left-right signal. Now either everyone can control a sailing ship or an aircraft together, or they can split into two groups and play a competitive game such as football-pong with each other.

How does SwarmGaming work?

Light sources send infrared, non-visible light in the direction of the participant. Everyone decides, with the aid of his/her reflector, whether the light should be reflected at this moment or not and thus sends an up-down or left-right signal. The reflections are captured by special cameras and combined to make a swarm signal by a computer system. Up to four spatial regions can be evaluated separately.

Dr. Kai Liebert
Manager Global Learning Campus Siemens AG

"The objective of working together on the future was playfully and emotionally supported by SwarmGaming!"
What is SwarmGaming mainly used for?

**Energy for in-between**
A little light relief between two longer blocks of information or as a wake-up call after the lunch break increases the capacity to absorb information and the ability to work.

**Emotionalize messages**
Participants experience your content and messages within the game in a moment of the highest activation and emotion. We know from neuroscience that learning works best when it is possible to simultaneously activate the cognitive and emotional networks in the brains of participants, only then can (neural) connection patterns be created that will anchor for the long term.

**Experience the “we” feeling**
Participants will take the feeling of belonging home with him/her. This generates motivation which will last a long time.

**Entertainment**
SwarmGaming can also simply be really good fun for parties, incentives or customer events.

**Features**

**Adaptable**
All the games can, both optically and in respect of content, be customized to your brand and theme – it is even possible to develop your own game.

**High-quality**
Game introductions and high-quality 3D graphics increase the effectiveness of your message and brand presence.

**Big**
With just 100 participants, we can guarantee you an atmosphere like at a rock concert and, with 10,000 people in a room or stadium or even outside, even more so!

**Unique**
Exclusive to SwarmWorks – developed by us and the only one of its kind worldwide!

**Intuitive**
Incredibly easy to use! A game such as Pong is explained in a minute and off you go!

We will be pleased to advise you –
Please contact us, we look forward to hearing from you!

SwarmWorks Inc.
39 Pinecliff Drive
Marblehead, MA 01945
USA
Phone: +1 (781) 631 3530

info@swarmworks.us
www.swarmworks.us