



BRANDED GAMING MILLER LITE MARCH HOOPS

Motion-gaming has a broad appeal, so it was a no-brainer to utilize this technology in creating a fun, engaging experience that would grab attention and attract lines at bars, restaurants and trade shows.

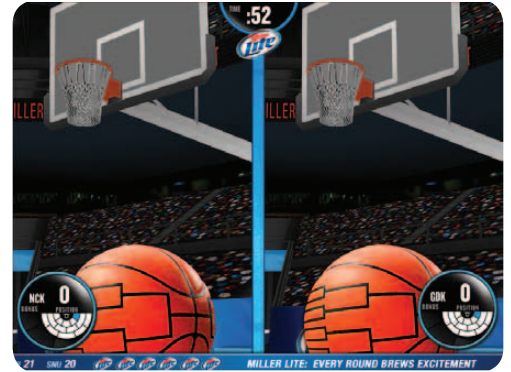
This live, head-to-head basketball shootout uses motion-gaming controllers to physically involve consumers in the gaming experience.

March Hoops was the centerpiece of MillerCoors' March Hoops promotion that capitalized on the annual college basketball frenzy and was a slam-dunk for the Miller Lite brand.

We've since developed numerous motion-controlled games for MillerCoors to support different activation programs.



Miller Lite and Fullhouse broke new ground with the first known, 3D, branded, motion-controlled game.



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it's in the experience
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