



BRANDED GAMING MILLER LITE SLAM ZONE

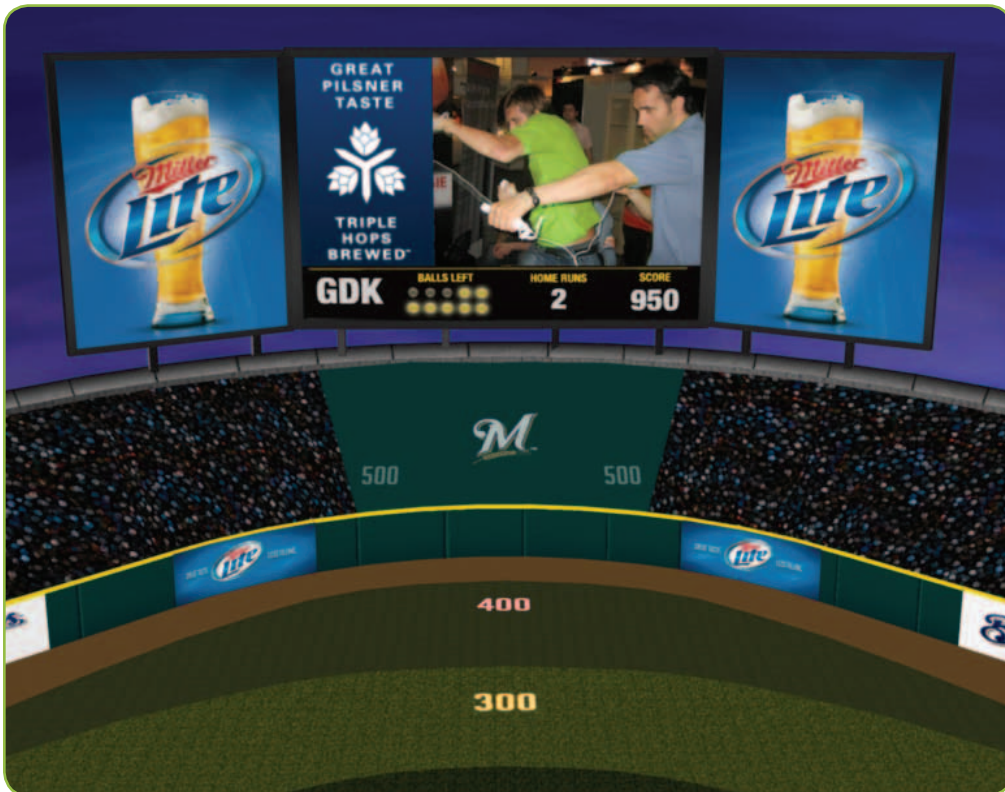
Fullhouse added a layer of complexity to yet another motion-controlled game for MillerCoors by building in functionality so that specific team colors could be selected for use in different markets.

MillerCoors Market Area managers were looking to bring consumer involvement and excitement to baseball fans and their Major League Baseball alliance partnerships.

Fullhouse garnered the financial support of nine Market Areas and created a 3D, motion-controlled, branded baseball game, customized for each market.

We allowed consumers to not only play the game, but to become part of the action by adding a webcam that displayed an image of themselves playing on the in-game jumbotron.

Consumers lined up for a chance at bat, and the program was a home run for the Miller Lite brand.



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