



The Out-of-Home Immersive Entertainment Frontier: Expanding Interactive Boundaries in Leisure Facilities

Kevin, Mr Williams, Michael, Mr Mascioni

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Digital Out of Home Entertainment is transforming the customer experience in shops, cinemas, museums; almost any environment where consumers are congregating. This book provides a 'state of play' exploration of the successes, the emerging new applications and the strategies that inform them--and is an essential guide for entertainment executives as well as those involved in retailing, the hotel industry, mobile communications, museums and heritage.

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