

REACTRIX

Holidays are here with us and if you have gone shopping in major malls and realized a multitude of children on a lighted area on the floor jumping up and down and wondered what they're doing, you're actually having a glimpse of a game-like interactive platform used for advertisement famously referred to as Reactrix. Are you hearing Reactrix for the very first time? Well, you are not alone but you'll be surprised to hear that it has been around for years.

To create awareness to those that know nothing about it, the film partnered with top-tier gaming properties such as THQ, and Microsoft X-box to develop mind-blowing advertising campaigns that will attract many people and ensure that even the casual gamers are not left behind and walk into stores this festive season. If you've been keen enough, you've realized that the interactive gameplay technology has 'Jump In' ad for Xbox. To say the least, this ad is distinguished by a Reactrix Brand Positioning technology and immediately shoppers step on the Xbox logo, different graphics appear unexpectedly directing them to the nearest retailer having the product. This means that in addition to increasing sales, this technology provides shoppers with a thrilling shopping experience.

It goes without saying that THQ, Inc. is a reputable publisher and developer of interactive entertainment software and its partnership with Reactrix will enhance brandmarking to their newest gaming releases and at the same time drive consumers to retailers in large numbers. Reactrix has created exceptional game-play campaigns for different releases such as "Ratatouille Food Frenzy", "Spongebob's Atlantis Squarepants", "Cars Maternational", "Avatar: The Burning Earth" among others and played a major role in differentiating them from their DVD campaign and home video counterparts.

Reactrix provides a top-notch tech that acts like a touch-screen which you don't need to touch thus providing an interactive platform. For instance when you step on or kick the objects on the floor, you affect them in a manner that the technology calculates the physics which makes all the affected objects to bounce at each other.

