

## CASE STUDY | Drop Zone



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## The Client

Gamelink works with military bases to create a recreational gaming experience for the military and civilians. Their existing XBOX 360® & PC based gaming lounge satisfies even the most demanding gamer and promotes communal play by providing multiple interactive stations. These arcade-like communities have an internet connection enabling XBOX LIVE®. Gamelink lounges have three locations; Fort Benning, GA, Fort Gordon, GA and Fort Jackson, SC.

## The Challenge

Given the advancements in technology, Gamelink desired to create an even better gaming experience. The current game lounge performed well but they wanted to add more features for people to use. Gamelink was in search of a way to create a better interactive solution with the new XBOX ONE®.

## The Solution

Livewire worked with Gamelink to create a revolutionary self-service experience for gamers. With Livewire's eConcierge software, the original concept was enhanced, producing a whole new gaming lounge sporting the new XBOX ONE® with Kinect and Alienware PC. This new lounge is a place where military personnel and civilians can log into DropZone giving them access to all new games for XBOX ONE®, search the internet, Skype with family and friends, and play other players online using XBOX Live®. Once a DropZone user creates an account, they can purchase time to play and use all the features on the gaming unit. Livewire's software platform keeps track of users' accounts and purchases. The first install is at Fort Leonard Wood featuring forty DropZone stations. Gamelink plans to expand to additional military bases, universities and retail locations within the next year. Gamelink can now provide a great self-service gaming experience to our country's military bases. Prepare to DROP!

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