Record Nr. UNINA9910816425403321 Autore Williams Kevin <1967-, > Titolo The out-of-home immersive entertainment frontier: expanding interactive boundaries in leisure facilities / / Kevin Williams and Michael Mascioni London:,: Routledge,, 2016 Pubbl/distr/stampa **ISBN** 1-351-88459-X 1-315-23795-4 1-4724-2696-7 Descrizione fisica 1 online resource (217 p.) Altri autori (Persone) MascioniMichael 790.06/9 Disciplina Soggetti Leisure - Economic aspects Leisure industry Popular culture - Economic aspects Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia "A Gower Book"--Cover. Note generali First published 2014 by Gower Pub. Cover: Contents: List of Figures: About the Authors: Preface: Nota di contenuto Introduction: Birth of a Genre; 1 The Structure of Play; 2 Collapse and Recovery: 3 Defining the Sector: 4 The Drive for Immersion: 5 Social and Co-operative; 6 Convergence; 7 Future Trends; Conclusion: Living in the Dream; Index Digital Out of Home Entertainment is transforming the customer Sommario/riassunto 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.