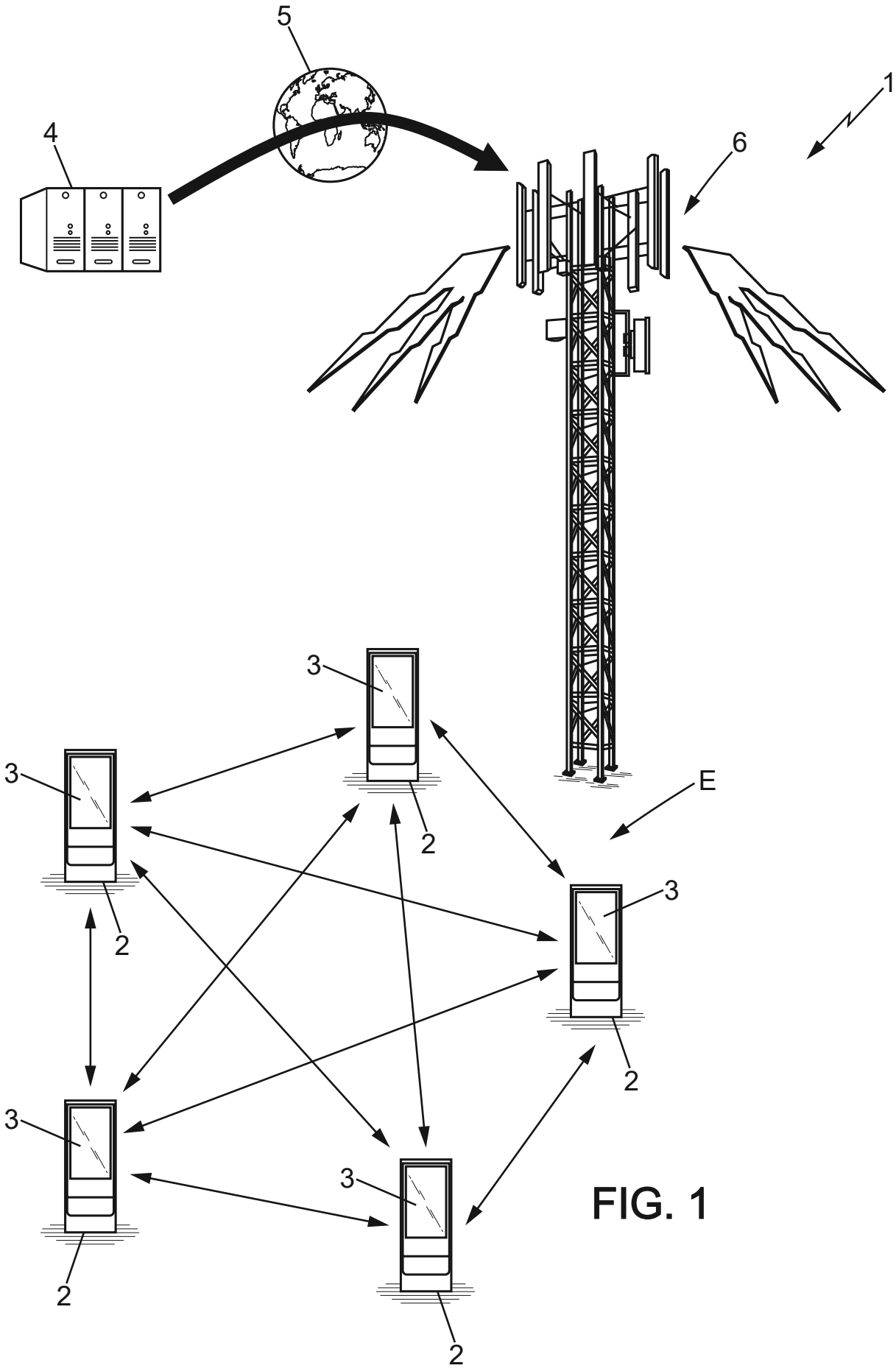


FIG. 1

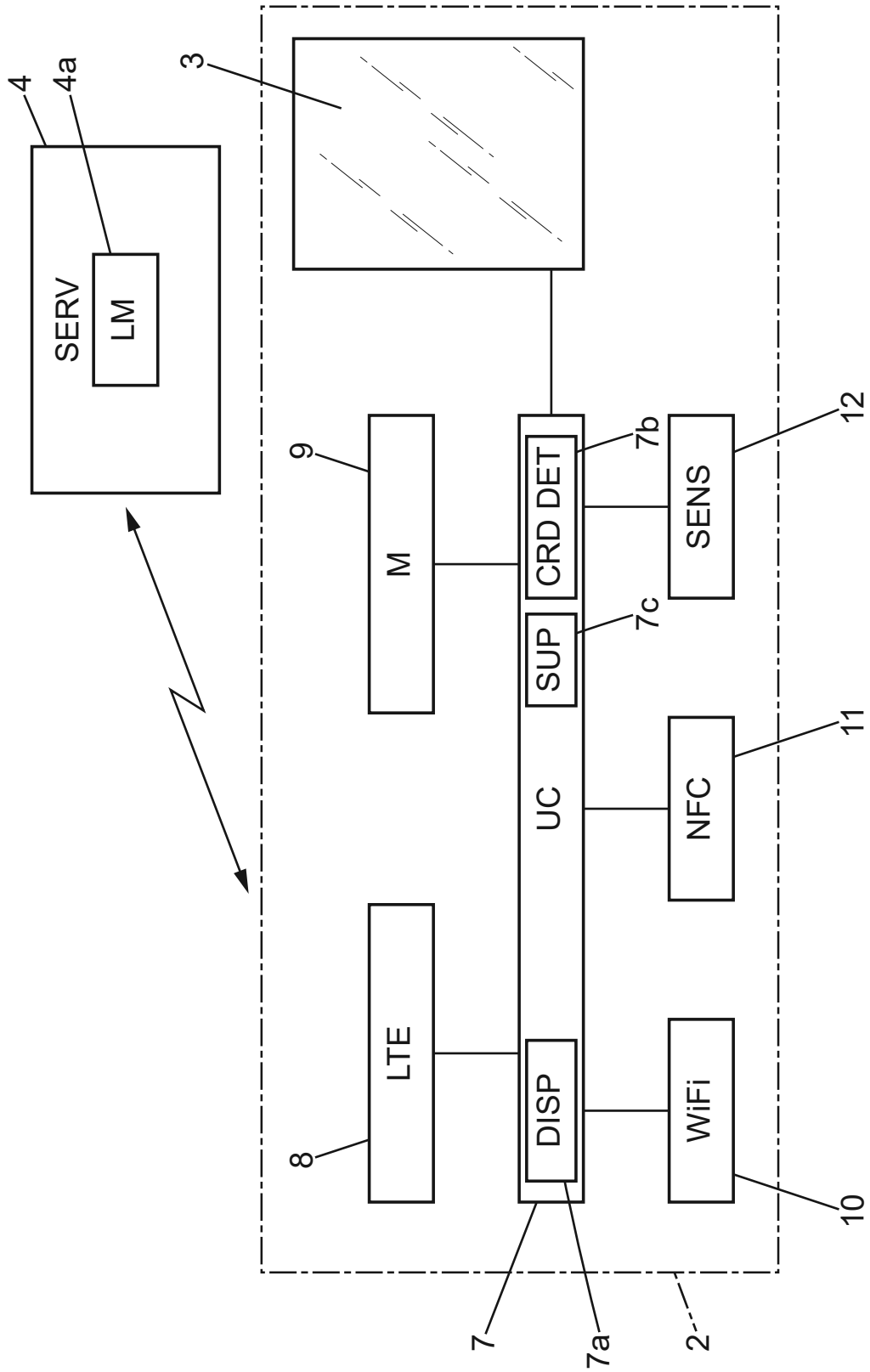

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FIG. 2

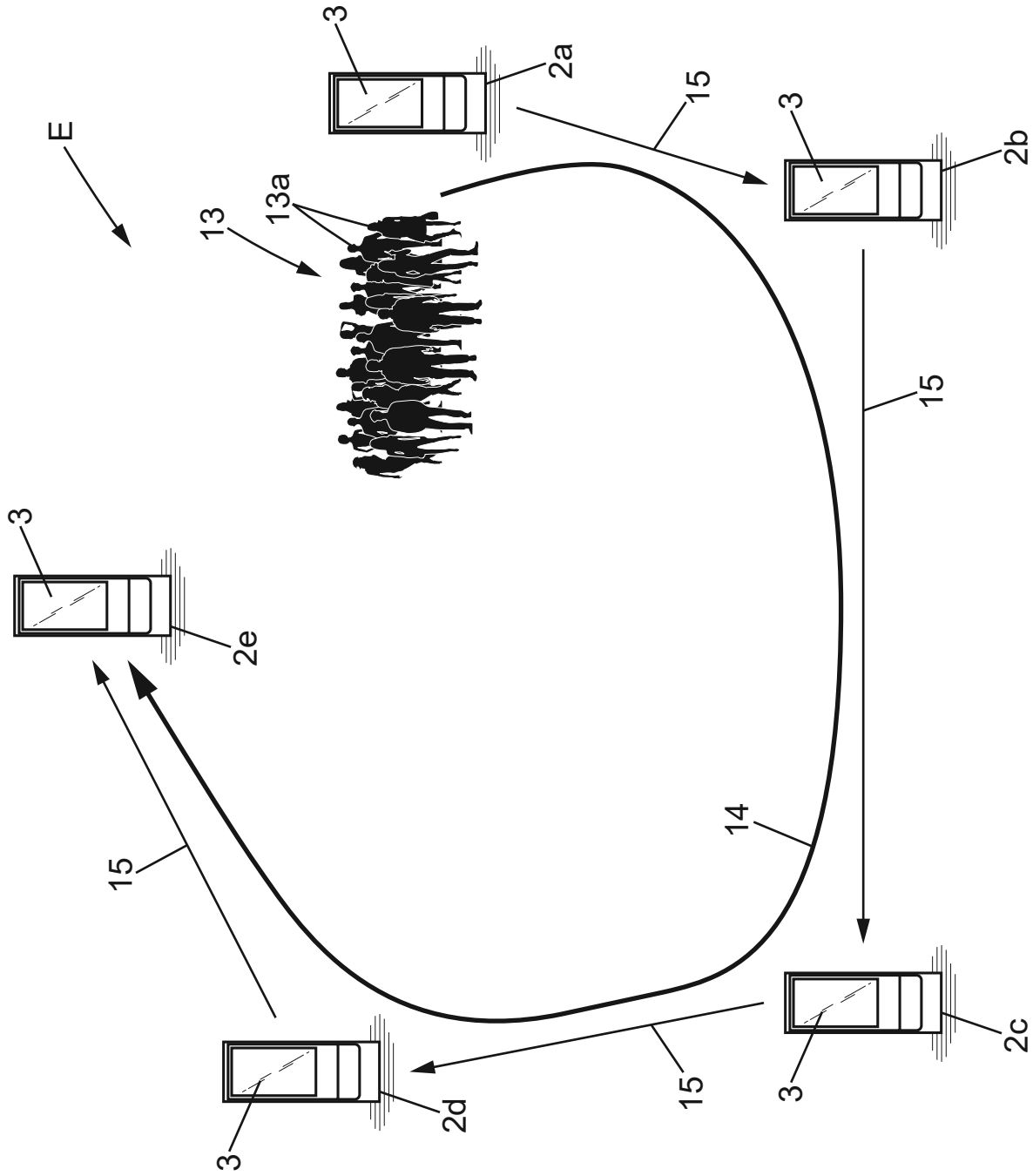


FIG. 3

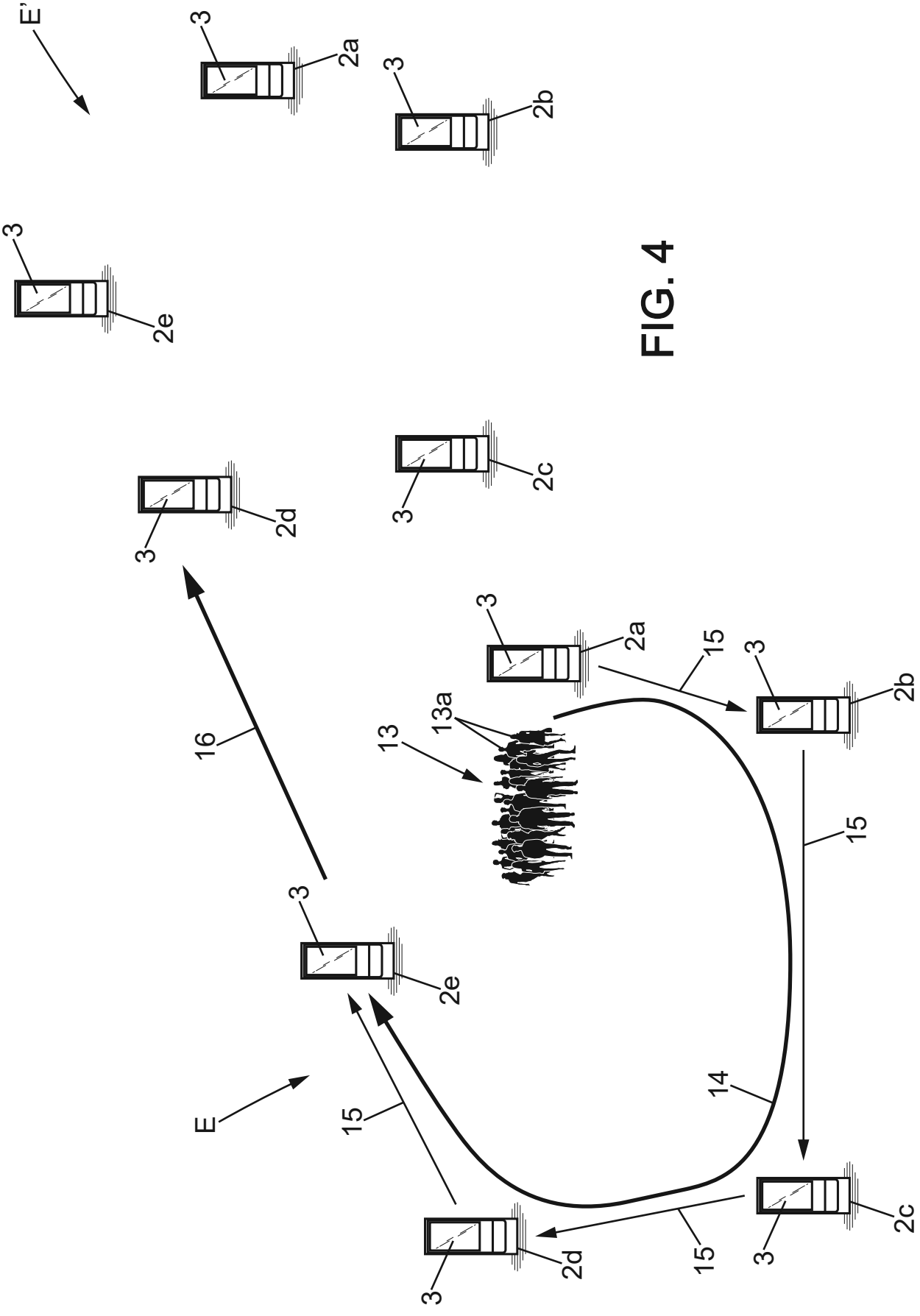


FIG. 4

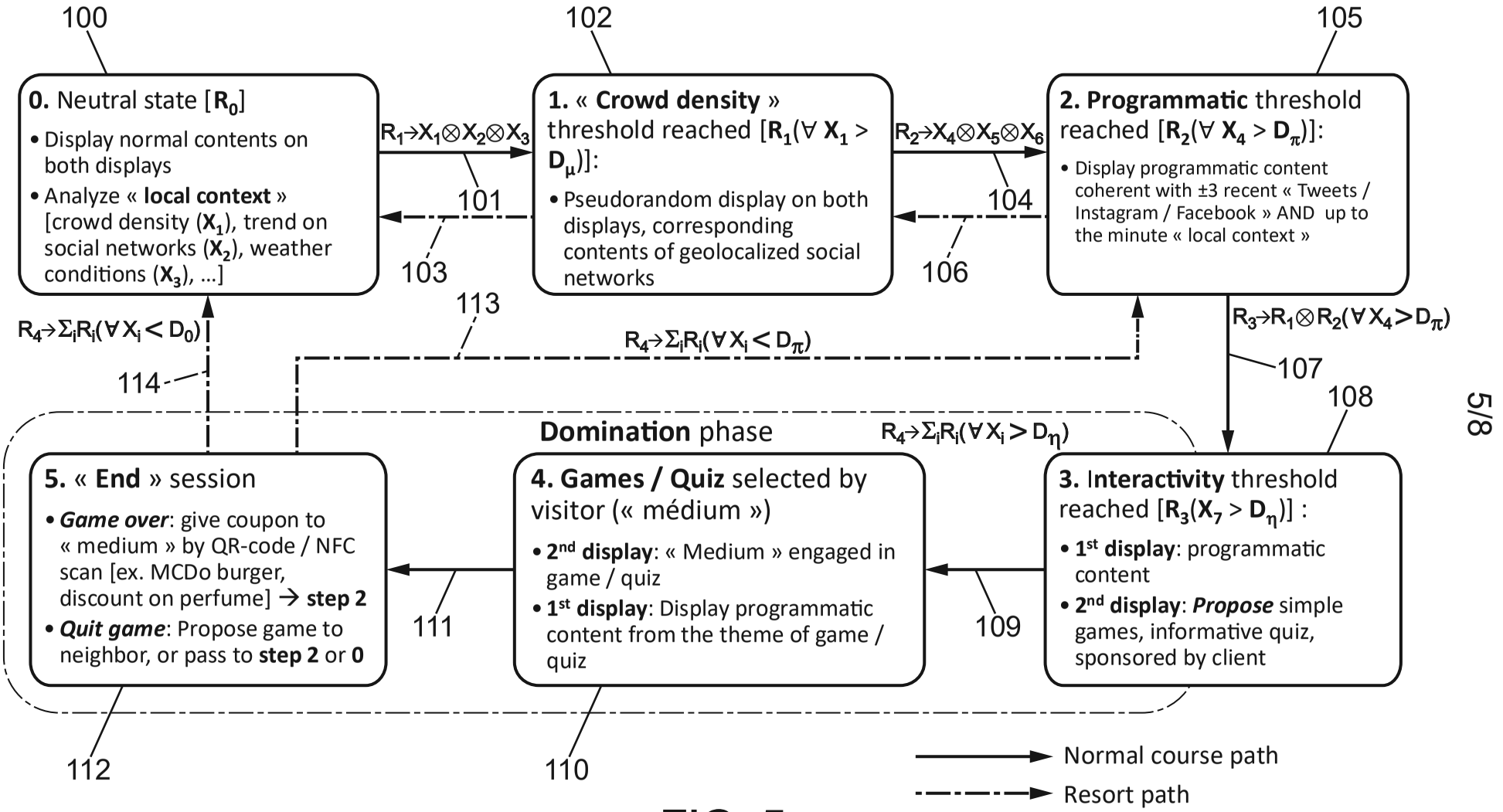

100
0. Neutral state [R_0]
• Display normal contents on both displays
• Analyze « **local context** » [crowd density (X_1), trend on social networks (X_2), weather conditions (X_3), …]
$R_1 \rightarrow X_1 \otimes X_2 \otimes X_3$
101
103
102
1. « **Crowd density** » threshold reached [$R_1(\forall X_1 > D_\mu)$]:
• Pseudorandom display on both displays, corresponding contents of geolocalized social networks
$R_2 \rightarrow X_4 \otimes X_5 \otimes X_6$
104
106
105
2. **Programmatic** threshold reached [$R_2(\forall X_4 > D_\pi)$]:
• Display programmatic content coherent with ±3 recent « Tweets / Instagram / Facebook » AND up to the minute « local context »
$R_3 \rightarrow R_1 \otimes R_2(\forall X_4 > D_\pi)$
107
108
$R_4 \rightarrow \Sigma_i R_i(\forall X_i < D_0)$
114
113
$R_4 \rightarrow \Sigma_i R_i(\forall X_i < D_\pi)$
Domination phase
$R_4 \rightarrow \Sigma_i R_i(\forall X_i > D_\eta)$
5. « **End** » session
• ***Game over***: give coupon to « medium » by QR-code / NFC scan [ex. MCDo burger, discount on perfume] → **step 2**
• ***Quit game***: Propose game to neighbor, or pass to **step 2** or **0**
111
4. **Games / Quiz** selected by visitor (« médium »)
• **2nd display**: « Medium » engaged in game / quiz
• **1st display**: Display programmatic content from the theme of game / quiz
109
3. **Interactivity** threshold reached [$R_3(X_7 > D_\eta)$] :
• **1st display**: programmatic content
• **2nd display**: ***Propose*** simple games, informative quiz, sponsored by client
112
110
Normal course path
Resort path

FIG. 5

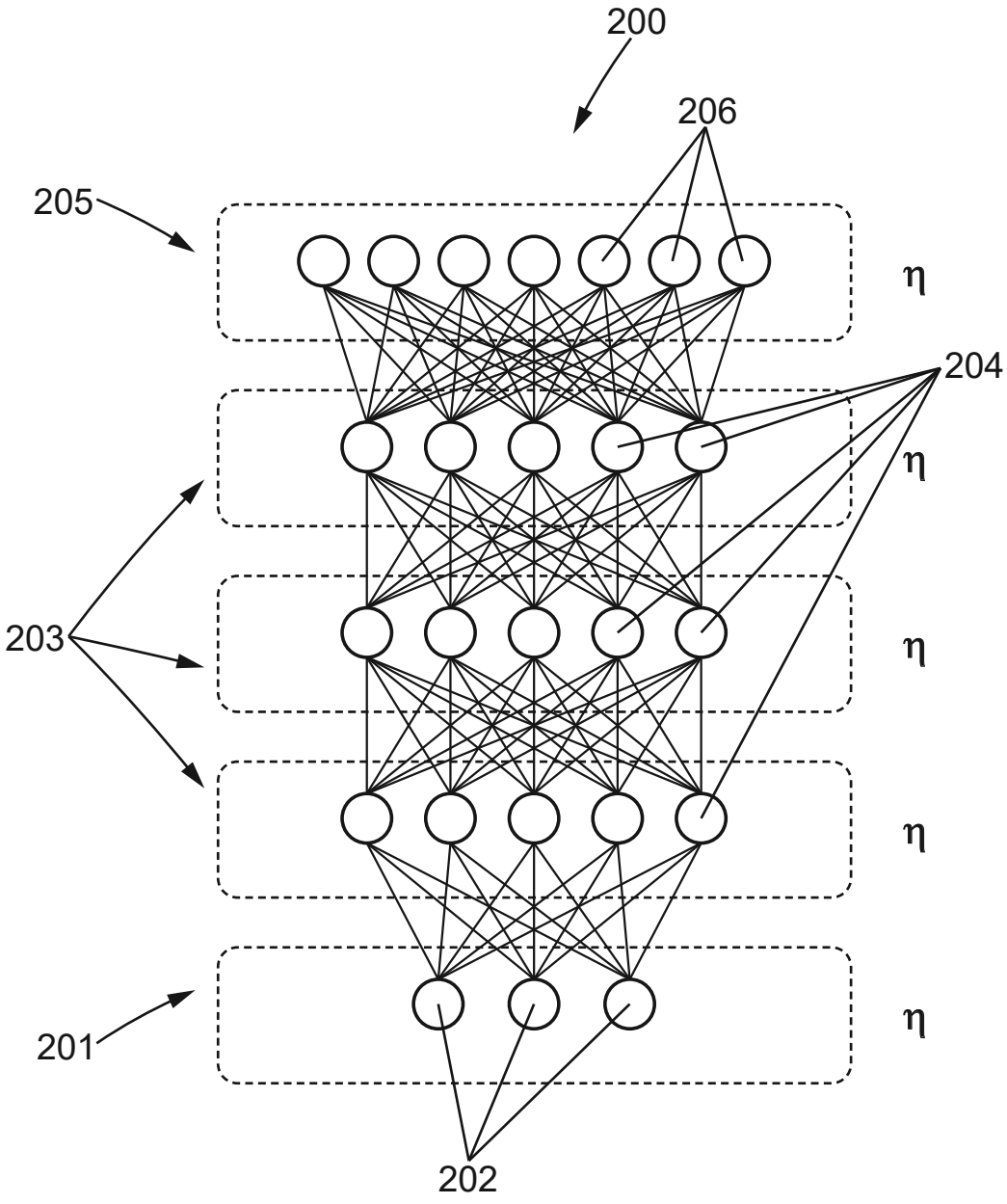


FIG. 6

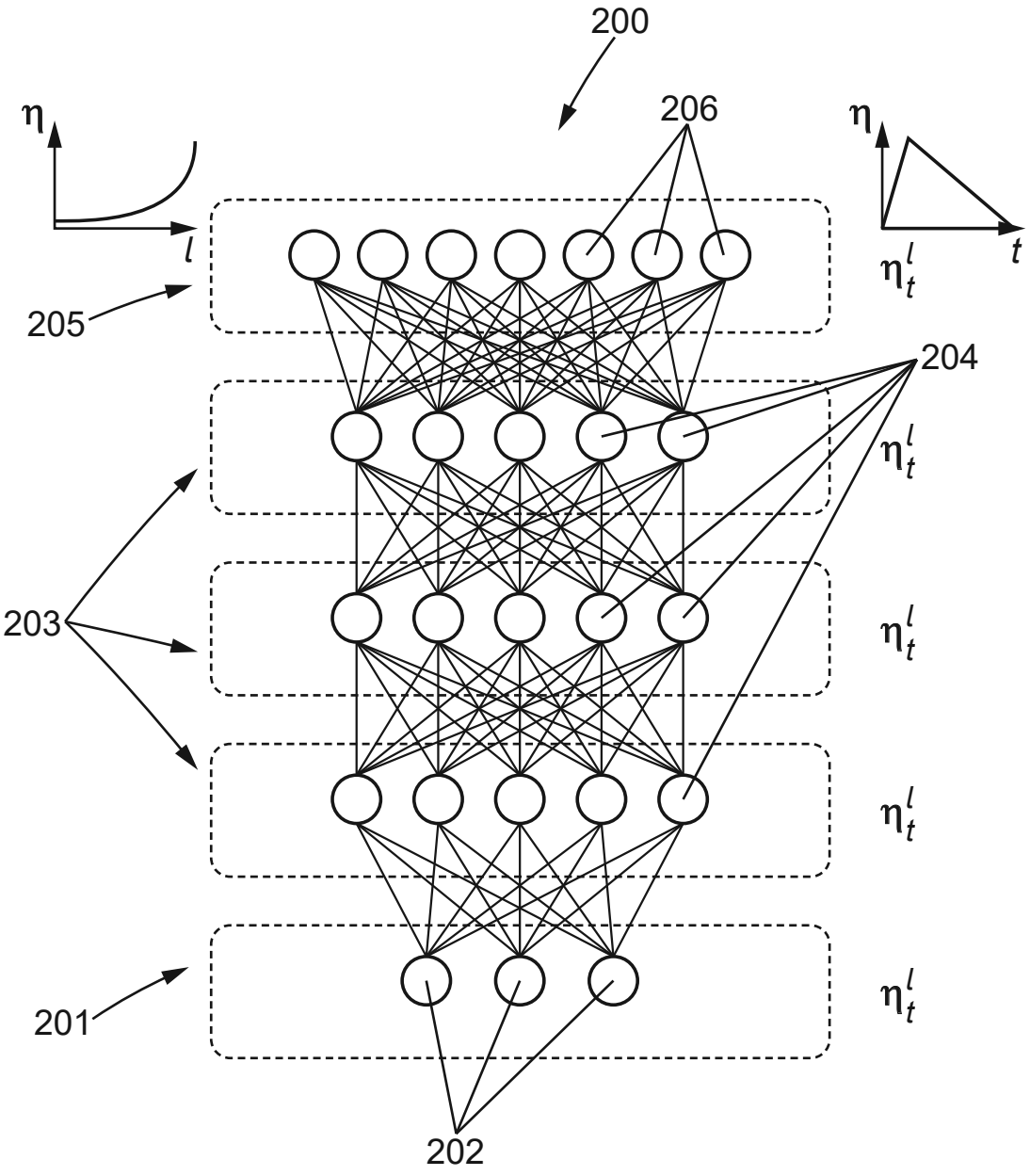

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FIG. 7

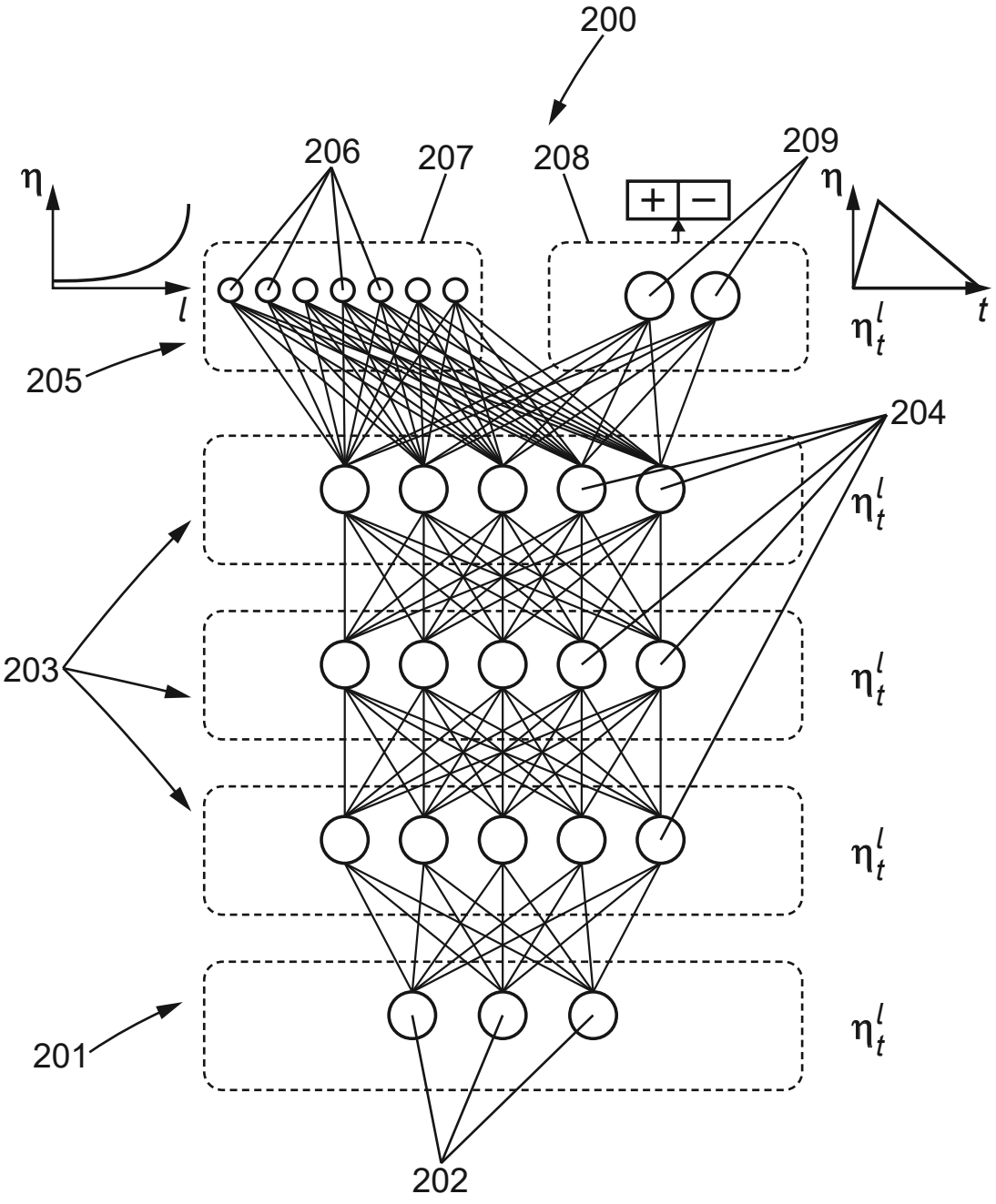

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FIG. 8