

## Huzutech takes social gaming to the luxury brands of Paris

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Online PR News – 11-January-2012 –Social gaming expert Huzutech is set to tell some of the biggest names in the luxury sector that they must draw upon the games sector's experience to create a new breed of immersive brand experiences for an emerging generation of consumers.

Speaking to an audience of senior executives and decision makers from international luxury brands at the prestigious 2012 Club e-Luxe event in the Paris Ritz, Huzutech founder Graeme Harvey will provide insight into how social gaming and online virtual worlds can be applied to the luxury sector. Demonstrating how branded online virtual worlds can be created and fully integrated into all of the leading social networks to enable interactive communications, he will show attendees the high impact gaming media employed when influencing users and shaping brand perceptions.

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Huzutech's unique platform combines virtual worlds, social networks and online communities in an entirely new way, enabling the creation of persistent online worlds in which hundreds of players can compete, collaborate and play. Users only need their regular web browser to participate and can play using any platform (including tablets, iPads, mobile devices and netbooks) while also

The technology is used by organisations that wish to bring their properties to the new online, social and connected audience, making their brand a part of each user's digital social life. Most recently Huzutech launched a new virtual world for Scholastic, extending the reach of its hugely successful Horrible Histories® books and TV series.

"Marketing is no longer a two dimensional art form. Today's consumers are far more demanding of brands, expecting to be treated to experiences that excite, inform and entertain, and owners have to be prepared to meet that challenge if they wish to keep pace with a rapidly changing marketplace."

The 2012 Club e-Luxe Breakfast Seminar will be on Thursday 12th January 2012 at the Ritz Hotel, Paris (8h00 – 12h30).

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"In 21st century retail, the customer experience is everything. People don't only purchase the product - they buy into the lifestyle, and brands need to be constantly exploring new ways of making the consumer feel like they are part of their world. That's why today's digital technologies are awakening such interest in the luxuries business: because they add a new and refreshing dimension to any range of goods and services, re-energising the concepts that shoppers have loved so much over the years," said Harvey.

The audience will be given a step-by-step guide to creating and deploying customised branded online virtual worlds from concept creation through to its integration with the social media channels, including a range of advice specific to luxury brands in the fashion, leather goods, jewellery, watches, beauty, champagne, wines & spirits and hotel & spa categories. Harvey will also provide his views on the future evolution of the gaming media and the areas brand owners should look out for in the near future.

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