

Al-Hokair takes latest entertainment concepts to IAAPA show in Orlando

Company is on the forefront of cutting-edge innovative technologies in the family entertainment centres in Saudi Arabia and GCC



Orlando, Nov 18, 2018 (Issuewire.com) - Al Hokair Entertainment, one of the leading family entertainment organizations in the region, has taken some of the home-grown entertainment concepts to Orlando, Florida at the IAAPA show. With 91 active entertainment centers, under Al Hokair's key entertainment brand 'Sparky's', the company is now aggressively embarking on developing comprehensive virtual reality (VR) gaming zones.

Companies from around the world will debut the latest products, services, and technology in the global attractions industry at IAAPA Attractions Expo 2018 in Orlando, Florida, from 13-16th of this month.

"We are delighted to be here at IAAPA, one of the largest shows for the themepark and amusement industries. We wanted to showcase our expertise and also learn from the global industry stakeholders who have gathered here. We are today getting ready for the new generation as they need a more immersive game. Over the last couple of years, we have seen a giant leap within the virtual reality and augmented reality segment and we see the growth to continue till 2025 added," Mr. Mishal Al Hokair, the Executive Vice President and General Manager of the Entertainment Sector.

"Today's generation is demanding and consuming more entertainment content than ever before. We want to start early and stay ahead in this sector and offer our consumers some of the best entertainment concepts," added Mishal.

"VR industry is growing at a tremendous pace in Saudi Arabia and the GCC region. At IAAPA we are also scouting for some unique concepts that can be customized for the Saudi and the wider GCC market. We want to come up with the best concepts to cater to our audience in this market. Current genres of VR gaming market are duplicating the most popular traditional video games' genres. Specifically, simulations like shooters, races, and action VR games. However, we plan to create a more diversified menu of games in order to cater to a wider audience, including young children and adults," added Mishal.

Media Contact

White Water Public Relations

prem@whitewaterpr.com

00971504537253

prem@whitewaterpr.com

Source : <https://www.alhokair.com/>

See on IssueWire : <https://www.issuewire.com/al-hokair-takes-latest-entertainment-concepts-to-iaapa-show-in-orlando-1617478610151533>