



Imaginations run wild with YDreams' creative technologies at Istanbul's Marmara Forum

An amazing Virtual World, fueled by YDreams technology and design, recently opened to the public at Istanbul's [Marmara Forum](#) on December 15, 2011. YDreams conceived and developed an enchanted realm inhabited by friendly eccentric creatures called *Marmarians* for the [Multi Mall Management Group](#) shopping center, whose aim was to offer young guests a space for creative expression while simultaneously connecting with shoppers, and enhancing customer loyalty.

Young guests to the center are invited and encouraged to let their imaginations run wild and "give life" to their own exotic creations. Two touch consoles, located at each end of the video wall, comprised of fifteen 40" monitors, invite shoppers to create and customize creatures that ultimately become a type of virtual pet. Guests use the touch screens to create their new *Marmarian* from scratch – they decide on the shape of the body, its texture and color as well as the color of its eyes and stripes or spots. The variables available enable guests to create up to 30.000 distinct creatures, so the risk that any two will be identical is minimal! After determining what their new *Marmarian* looks like, guests name it and release it into the brand new Virtual World!

Creating their new pet creature is only half the fun; to make sure they grow into happy, healthy *Marmarians*, they need to be fed and visited, a task that can only be accomplished by checking in at the touch consoles at Marmara Forum. The more you visit your virtual pet, the bigger and happier it grows, and the more you are able to further customize it by adding new features.

In addition, a dedicated website (<http://www.virtualworldmf.com/front/web/index.php>) is also available so that guests can regularly check up on their *Marmarian* from home to see how it's doing. Furthermore, a point system which gives way to discounts at selected Marmara Forum stores and restaurants has been implemented, so by checking in at the center to feed and visit their pets, guests are also increasing their eligibility to win great discounts.