

GAME
PILL

We are an experienced team of digital creators specializing in interactive experiences, game development, and gamification systems for entertainment, brands, and location-based installations. We work alongside industry-leading partners to design engaging experiences that turn audiences into active participants rather than passive viewers.

Our talented team of artists, programmers, and designers builds interactive games, branded experiences, and immersive environments across PC, mobile, console, and real-world installations. This includes experience with connected devices, motion-based systems, virtual and augmented reality, projection mapping, and AI-driven interactive systems.

In addition to traditional game development, we specialize in applying game mechanics—such as challenges, rewards, competition, and progression systems—to trade shows, events, retail environments, and branded activations. This gamification approach is used to increase engagement, dwell time, and audience participation in physical and digital spaces.

Game Pill works with the titans of the world and has worked on over 100+ interactive titles for brands like Viacom, Disney, Discovery Networks, Google and others.

MATTEL

Google

NATIONAL
GEOGRAPHIC

nickelodeon



corus.

media
dhx

MARVEL



Disney

P Pearson



We've designed and built interactive installations for trade shows, museums, and themed entertainment environments, combining game design, software, and physical fabrication into cohesive, high-engagement experiences.

We are currently developing a new 2-player interactive Zamboni game concept for a sports bar environment. The installation combines a full-scale fabricated vehicle with embedded interactive controls and competitive gameplay, allowing guests to compete head-to-head in a fast, arcade-style experience.

The goal is to turn the Zamboni into a centerpiece attraction that drives engagement, social interaction, and repeat play within the venue.



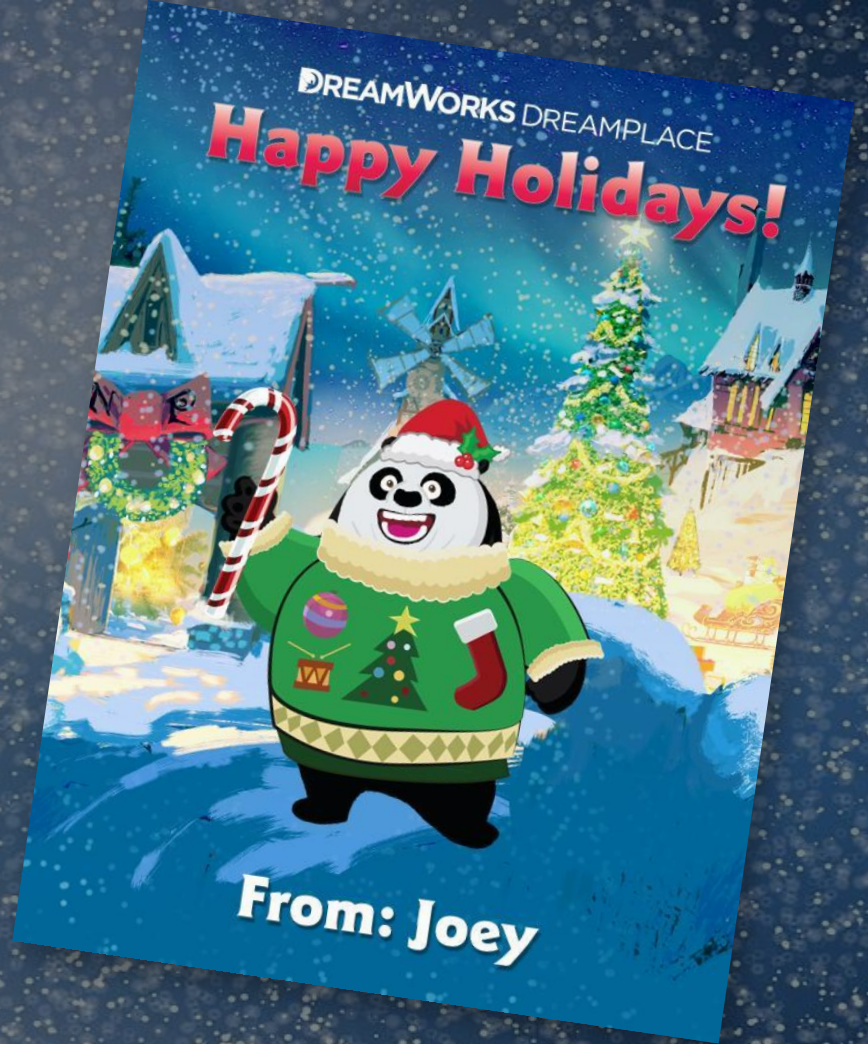
We have worked on interactive experiences for entertainment brands, including DreamWorks' DreamPlace initiatives. These projects focused on designing engaging digital-to-physical campaigns that extended storytelling beyond the screen and into real-world participation.

A key part of this work included interactive game concepts and printable giveaways tied to customized branded experiences, where users could play games and create printable giveaways such as greeting cards.

The goal of these systems was to increase audience engagement, encourage repeat interaction with the brand, and bridge the gap between digital entertainment and physical collectables.







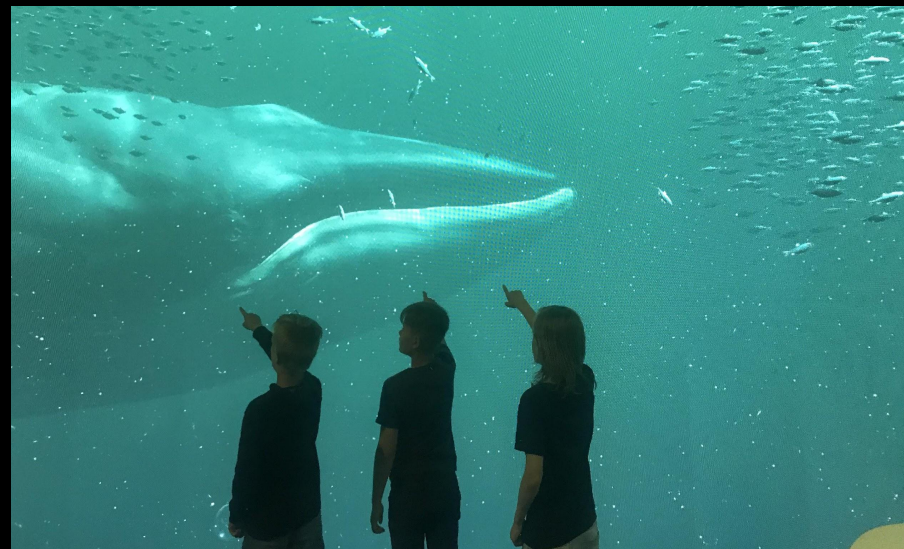
We designed and developed an interactive augmented reality experience for MASTERGRAIN to support both trade show and showroom environments, allowing visitors to engage with door products in a more immersive and intuitive way.

The installation used AR visualization to let users explore door designs and construction methods. The the experience was built to attract attention on the show floor and quickly communicate product differentiation in a highly competitive environment.



We designed *Underwater Adventure*, an immersive interactive game concept created for aquarium environments, blending entertainment, education, and real-time multiplayer gameplay into a shared public experience.

The installation transforms an aquarium space into a playful underwater world where visitors explore ocean environments, discover marine life, and complete interactive challenges inspired by real aquatic ecosystems. The experience is designed to increase dwell time and encourage repeat visitation by making learning feel like play.





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EXPERIENCE THE FUTURE
OF SIMULATION



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