



PRESS RELEASE Mar 9, 2014

## **OpenPool, an interactive billiard system, is exhibiting in SXSW Trade Show today, while running a Kickstarter campaign.**

Using Kinect2 and projector, OpenPool allows you to play pool with interactive, visual effects projected onto the table-top. Today, OpenPool is starting to exhibit in SXSW Trade Show in Austin Texas, while running a Kickstarter campaign that just launched two days ago.

<https://www.kickstarter.com/projects/511536811/openpool-digital-billiard-diy-kit>

Press kit: <http://goo.gl/9dVvl6>

Tokyo & Austin, Texas - OpenPool allows you to play billiard with beautiful interactive visual effects. By adding a few pieces of devices, your existing billiard table turns into a futuristic gaming machine. OpenPool uses Kinect2 to watch the locations of the balls, and a projector shows cool effects around the moving balls.

OpenPool exhibited their first prototype in SXSW 2013. Since then, we have been working on developing the product for over a year, and completed a fully working prototype.

Today, we start to exhibit SXSW 2014 Trade Show. As we already started our Kickstarter campaign on March 7, we run the campaign seeking for getting funded in the world's biggest festival and distributing the product to all over the world.

- Kickstarter Page

<https://www.kickstarter.com/projects/511536811/openpool-digital-billiard-diy-kit>

- SXSW Trade Show

Date: Mar 9-12, 2014

Location: Austin Convention Center, 500 E Cesar Chavez St, Austin, TX 78701

**About the OpenPool team:**

OpenPool(Bunkyo-ku, Tokyo, CEO:Masaaki Sugimoto) is developing a futuristic billiard system using projection mapping technology. The project started as an open source project in the summer of 2012, and launched the first prototype in SXSW 2013. Since then, the team worked hard on improving the system and the hardware. It's nominated as a finalist in the Amusement category of the 2014 SXSW Interactive Awards. Since it was born in a community cafe near the Univeristy of Tokyo, the project is involving a lot of creators from different backgrounds, and continuing evolving.

**OpenPool**

Masaaki Sugimoto

URL <http://www.openpool.cc>

Email: [hello@openpool.cc](mailto:hello@openpool.cc)