

Lenovo
LEGION

Legion x Unreal Fest Orlando

Impact Unleashed

Presented by  **THE CATALYST**

**Smarter
technology
for all**

Lenovo

Lenovo Legion Content Impact



697K

Organic impressions/views

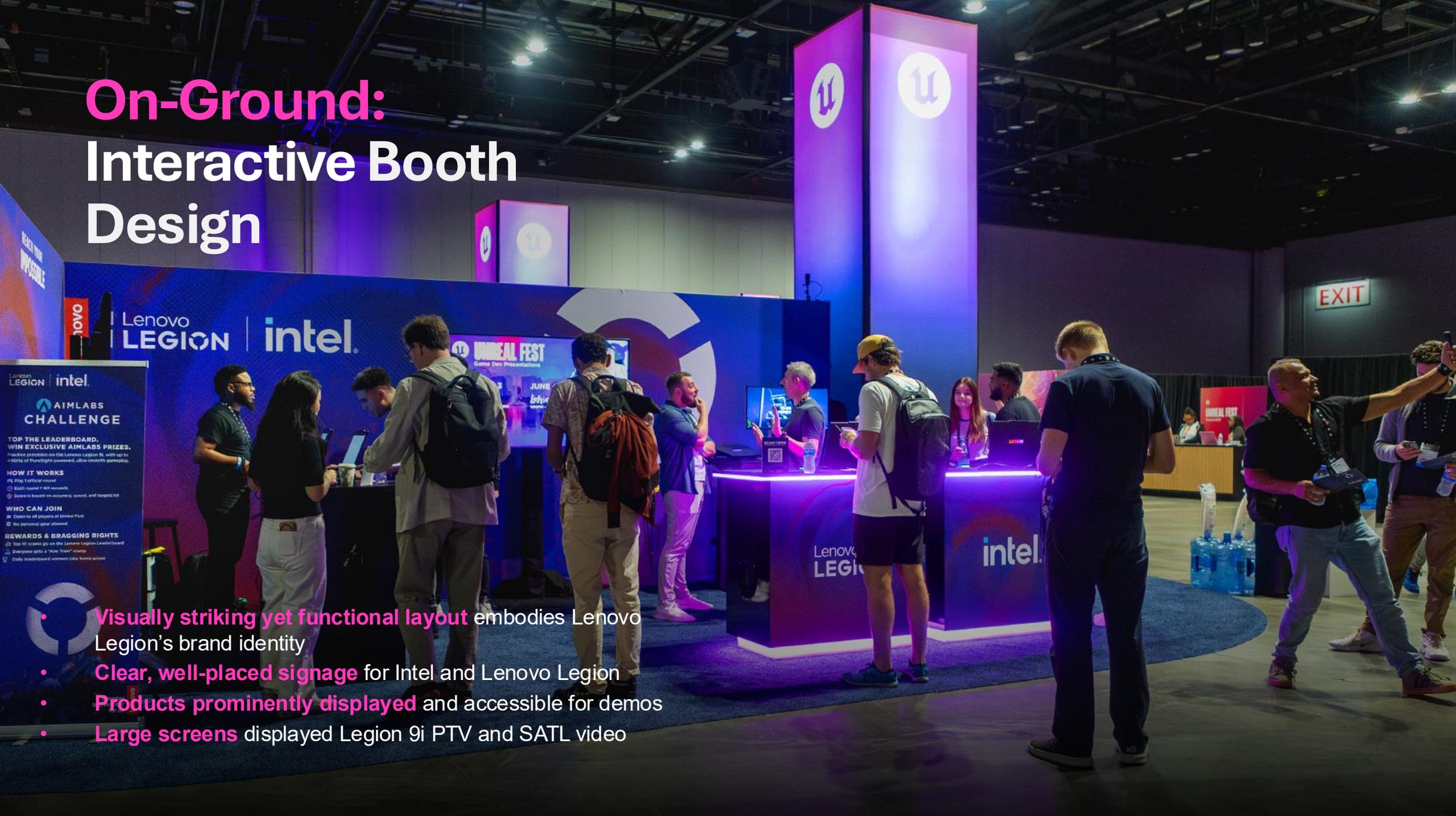
63

Content Delivered
(Includes Stories)

1057

Followers Gained

On-Ground: Interactive Booth Design



- **Visually striking yet functional layout** embodies Lenovo Legion's brand identity
- **Clear, well-placed signage** for Intel and Lenovo Legion
- **Products prominently displayed** and accessible for demos
- **Large screens** displayed Legion 9i PTV and SATL video

On-Ground: Interactive Booth Design

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1. Stamp Quest counter
 2. AimLabs challenge counter
 3. **Screen 1:** AimLabs rules + leaderboard
 4. **Screen 2:** AimLabs livestream
 5. **Screen 3:** Hero product showreels
 6. Chill zone + creator talk area
 7. Legion accessories display
 8. Legion gaming ecosystem setup
 9. Legion 9i / etc product demo station

On-Ground Activity: Stamp Quest Challenge



How it works

Attendees completed interactive quests at the Lenovo Legion booth to earn stamps. Stamps unlocked exclusive Legion rewards and a chance to win a Legion 9i laptop.

Quests to complete

- **Intel Check:** Scan a QR code and complete a short Unreal Fest-themed quiz. Show confirmation to earn a stamp.
- **Suit Up:** Visit the Legion booth wearing the USB wristband found in their loot bag.
- **Aim Train:** Play AimLabs at the booth to test their precision as a fun, competitive mini-game.
- **Location Discovery:** Take a selfie at the Legion booth, post it on social, and tag @LenovoLegion.
- **Skill Upgrade:** Attend one of the three Legion-hosted creator talks throughout Unreal Fest.

On-site rewards

- 1 Stamp: Exclusive Lenovo Legion x Loftia sticker sheet + Legion Roundel sticker
- 3 Stamps: Premium Legion loot bag (includes branded sling bag, tech case, wireless powerbank)
- 5 Stamps: One entry into the Legion 9i giveaway



501

participants entered
the quest

300

Lenovo Legion loot
bags were given out

204

participants completed all 5
stamps and were entered into
the giveaway for a Legion 9i

On-Ground: AimLabs Challenge



How it works

AimLabs is a popular aim trainer created on Unreal Engine, typically used by FPS gamers to improve their aim via a variety of short shooting challenges. We worked with the creators of the game to brand a specific challenge with the Lenovo Legion x Intel logos

Activity to complete

In the challenge, participants were given 1 minute to hit as many targets as possible. Accuracy and speed affected the score.

Rewards

Top players throughout the event received a free subscription to AimLabs Plus

Turnout

A total of 499 players participated in the AimLabs challenge during Unreal Fest.

Creators Talks: Loftia and SwammyXO



We invited two talented game developers, Loftia Team and SwammyXO, to our booth for a series of insightful and inspiring talks. The turnout for these sessions was impressive, drawing a huge crowd, making our booth stand out prominently among the rest at Unreal Fest. The energy and engagement from attendees made our space a clear highlight of the event.

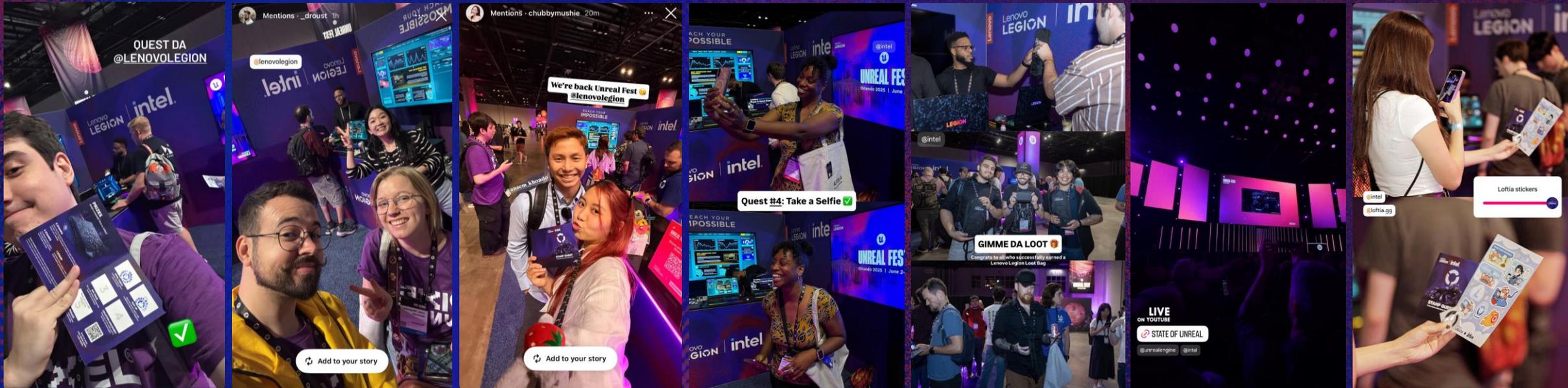
Schedule

June 3, 11:00–11:30 am: Leveraging off-the-shelf tools + technologies (Loftia)

June 3, 1:00–2:00 pm – Creating anime-inspired worlds in Unreal Engine (SwammyXO)

June 4, 1:00–2:00 pm: Building an indie studio from Idea to Kickstarter to Funding (Loftia)

Social Media: Screenshots



Lenovo Legion @LenovoLegion · Jun 5

Shooters shoot 🎯

The @aimlab challenge is still in effect today at the Lenovo Legion @intel booth at #UnrealFest

Lenovo Legion @LenovoLegion · Jun 3

Dev session squad selfie ft. @loftiadev & @SwammyXO 📸

@intel | #UnrealFest

Loftia and 2 others

Lenovo Legion @LenovoLegion · Jun 3

Complete at least three Stamp Quest tasks, INCLUDING the last one, to secure a Loot Bag 🎁

Lenovo Legion @Intel Booth | #UnrealFest

1 2 17 3K

Legion 9i Social Amplification

Lenovo Legion @LenovoLegion

Promote

Eight layers of carbon fiber fused into one ultra-light, ultra-durable chassis—no two patterns are alike. The Lenovo Legion 9i, powered by @Intel @ Core™ Ultra 9 processors, is tough, lightweight, and honestly... it just looks cool.



Lenovo Legion 9i
Forged Carbon

Lenovo Legion @LenovoLegion

Promote

The Lenovo Legion 9i packs a massive 18" PureSight display for creators who think big. Powered by @intel @ Core™ Ultra, with 4K at 240Hz or FHD at 440Hz for extreme speed. Pre-order from May 21-June 2



Lenovo Legion 9i
PureSight Display

Lenovo Legion @LenovoLegion

Promote

It's pronounced PC for pros

Lenovo Legion 9i, powered by @Intel@ Core™ Ultra 9 processors; now available for order worldwide, and pre-orders are still open for the US.



Game Studio in your Bag

phrase

1. device built for game developers, VFX artists, and 3D pros who need power, precision, and expandability

"why get a studio when you can get a game studio in your bag"

140K
Organic impressions

4.5K
Engagements

3.8K
Likes

Lenovo Legion @ Unreal Fest Social Coverage



400K
Organic impressions

4.2K
Engagements

3.8K
Likes

Lenovo
LEGION

Thank You

Presented by  **THE CATALYST**

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for all**

Lenovo