

A PRESENTATION ON DIGITAL ACTIVATION IDEAS

#GODIGITAL #GOSOCIAL #GOINTERACTIVE

WAT DO WE HAVE FOR YOU?

A blend of physical + digital activations resulting in epic fun

The ideal arena to make contacts and friends over the course of event

A zone with a series of fun activities for all the attendees

The perfect and a much required break from the seriousness of the event

By going Newtonian
We'll put up a genre-busting, schedule-bending, social advertising festival

OCULUS, VIRTUAL REALITY

ACTIVITY FLOW

- ▶ Gaming through Oculus Rift, the virtual reality head mounted display with state-of-the-art optics
- ▶ Oculus rift is a device worn by people to view the 3D environment on the device instead of on a screen.
- ▶ Viewing experience gets entirely immersive while using oculus rift as the user feels as the part of the environment.
- ▶ With the animation and movements, it is a never felt experience for the user to be part of a virtual world, which he has only imagined.

Reference link - <https://www.youtube.com/watch?v=Ov6l9ckBiZc>

SAMPLE GAME VISUALIZATION



DRONE ACTIVITIES

DRONE ADVERTISING

- ▶ TV can be attached to the drone to show any live streaming or to run a prerecorded video
- ▶ Advertising through banners attached to flying Drones; a live coverage of the event through Drone cameras
- ▶ Any object or gifts can be picked up & dropped using the drone

DRONE ACTIVITY IMAGES

DRONE ADVERTISING



DRONE PHOTOGRAPHY/VIDEOGRAPHY

360 Degree Selfie Booth

RFID bands are used to post the picture on social media accounts

Overview

All the guests will be able to click their 360 degree selfies for the first time as they stand and pose and our camera does the rest.

Guests will come and get their 360 degree selfies clicked and these short clips will then be uploaded onto their social media accounts.

Reference link

<https://vine.co/u/920614473205686272>

ACTIVITY FLOW

- ▶ The users come and stand on the platform
- ▶ They start to pose for the camera wearing their fun and interesting props
- ▶ While they pose, our camera rotates around them from the top angle
- ▶ It continues for the next 7-8 secs converting it into a video bite.
- ▶ Once the video is made, the users login to their social media account
- ▶ Upon their login and permission the video gets uploaded on their wall with all the branding

REFERENCE IMAGES



Anti-Gravity Photobed

RFID bands are used to post the picture on social media accounts

Overview

An anti-gravity picture of visitor's will be clicked (Reference attached)

Flow

We can create an antigravity photobed where users will come and lie down on the bed and make all the gravity defying poses on the bed as they get clicked from the cam on the top

Ref link -

<https://www.facebook.com/TaggLabs/videos/vb.164949563566401/871475149580502/?type=2&theater>



REFERENCE IMAGES



SLINGSHOT

ACTIVITY FLOW



Overview

Guests will be given touch screen enabled digital slingshots to interact .

They will click a selfie, share what they feel about the event and slingshot the message towards the huge digital message board.

- ▶ Guests can do the same activity using our android app in the phones and post their messages by just a swipe from the phone instead of slinging

The message appears like a paint ball splash with guest's picture, name and message.

SLINGSHOT IN ACTION

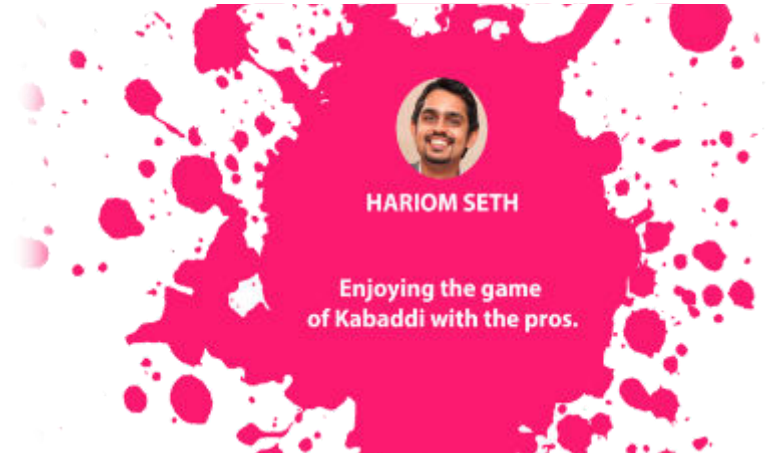
SPECTATORS CLICKING THEIR
SELFIES WITH THE SLINGSHOT



PULLING THEIR SLINGSHOT



NAME GETS DISPLAYED
WITH THE MESSAGE & TH
PICTURE



THE TWEET/FB CAFE



OVERVIEW

A selection of coffee and other food items will be kept in multiple boxes.

A number and a hashtag would be given to each of these boxes.

The user simply has to tweet the hashtag with the desired order number

An electronic queuing system would be set up to notify the visitors about their orders.

The door opens when an order is arrived and the visitor can receive it.

Ref link - <https://www.youtube.com/watch?v=gRqDLRZi7Yg>

ACTIVITY FLOW

- ▶ User comes to the activity area
- ▶ He faces the set up and chooses a door number
- ▶ He/she then tweets/posts a certain hashtag with the door number onto their twitter/Facebook wall
- ▶ Upon which the door automatically opens up and the user gets the merchandise for free
- ▶ The activity continues and keeps the audiences engaged.
- ▶ 'Tweet for a Treat' is the overall theme.

REFERENCE IMAGES



RFID Based Social Registration

Use of RFID band for social engagement

- ▶ We shall have a RFID social registration counter
- ▶ An array of registration laptops are setup at the social registration counter of the venue for registration
- ▶ Every person is given an RFID band and he connects his facebook/twitter accounts to his RFID band.

- ▶ **Upon registration the following actions are performed by default:**

- ✓ a location “check-in” with customized text is posted on to his/her social accounts
 - ✓ An automatic “Going to the Event confirmation” is done

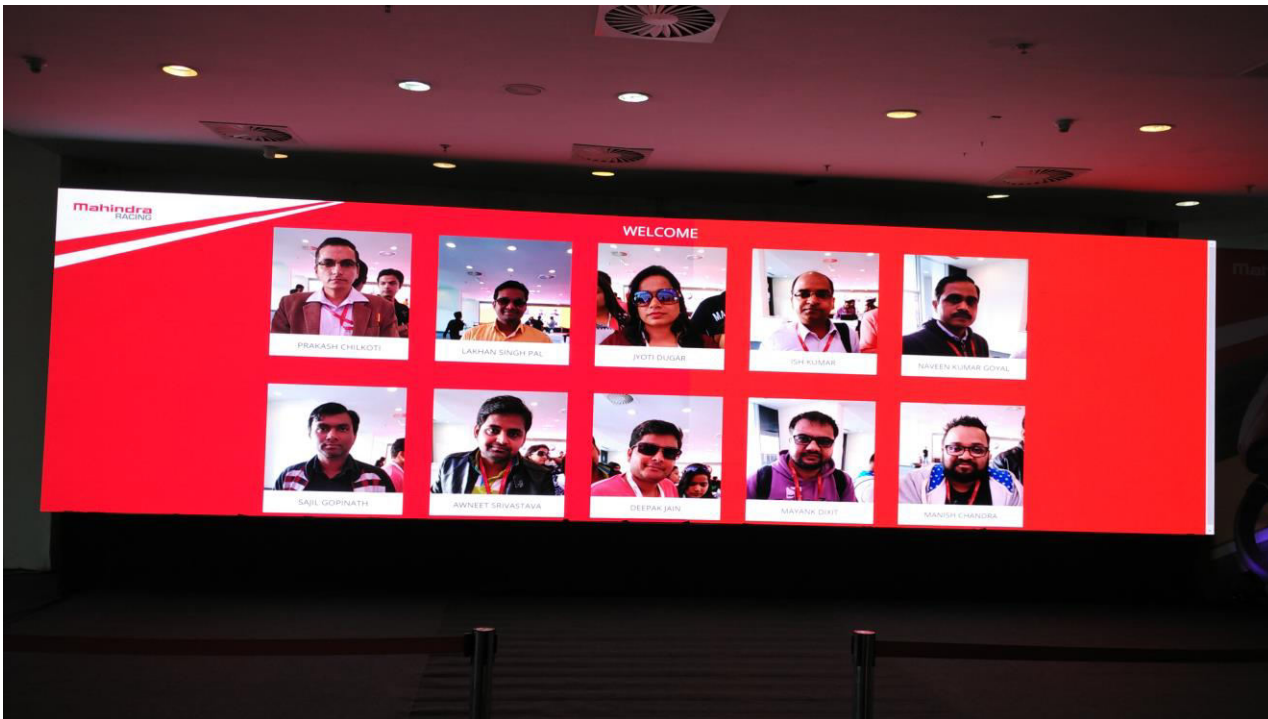


RFID WELCOME SCREEN

ACTIVITY FLOW

- ▶ Users register themselves through our RFID bands
- ▶ Once the registration is done, user move to the function area.
- ▶ User scan their RFID band on the reader placed alongside the entry.
- ▶ As the user scan their RFID band, a personalized welcome message appears on the screen inside the hall along with the user's picture.
- ▶ A grand welcome of the guests is done with all the branding around the big screen.

REFERENCE IMAGES



RFID PHOTOBOOTH

- ▶ Visitors get a sense of being transferred into an augmented reality through interesting visual data imagery.

We'll set up Photo Booths wherein Guests/visitors/Delegates will come to our booth, tap their

RFID band on a scanner, pose in front of the screen and get clicked with your event themed layout and post their pictures real time on their connected FB/Twitter accounts.

- ✓ An event album is created on their FB accounts and every pic has the customized
 - ✓ caption with a link/hashtag.
 - ✓ Every pic is posted with a custom superimposed frame

PHOTOBOOTH SAMPLES



THRILLED TO BE AT THE BMW EXPERIENCE TOUR 2015 IN HYDERABAD.

#BMWExperience

www.bmw-experiencetour.in

BMW
India

www.bmw.in



Sheer
Driving Pleasure

Giffy

ACTIVITY FLOW

Visitors would pose in front of a camera installed screen.
The

screen will click multiple pictures of the visitors and
compile them

to form a .gif image.

We intend to basically capture their energy in action and
socially

Connect to their friends out there

Ref link - <https://vimeo.com/87057329>



ROVING PHOTOGRAPHY

OVERVIEW

We take picture from our camera enabled device and enter the RFID tag number on the device which results in a photo post on the Facebook wall of the user along with the brand customized frame around it.



PROUD TO BE PART OF THE FUTURE AT THE BMW EXPERIENCE TOUR 2015 IN LUCKNOW

#BMWExperience
www.bmw-experiencetour.in

ACTIVITY FLOW (ROVING PHOTOGRAPHY)

- After RFID registration the user stands with the bike/car or brand's cut-out/background.
- We click picture from our camera enabled and software integrated device.
- We then enter the RFID tag number on the device
- By this the picture is uploaded on Facebook with the brand framing and activity location .

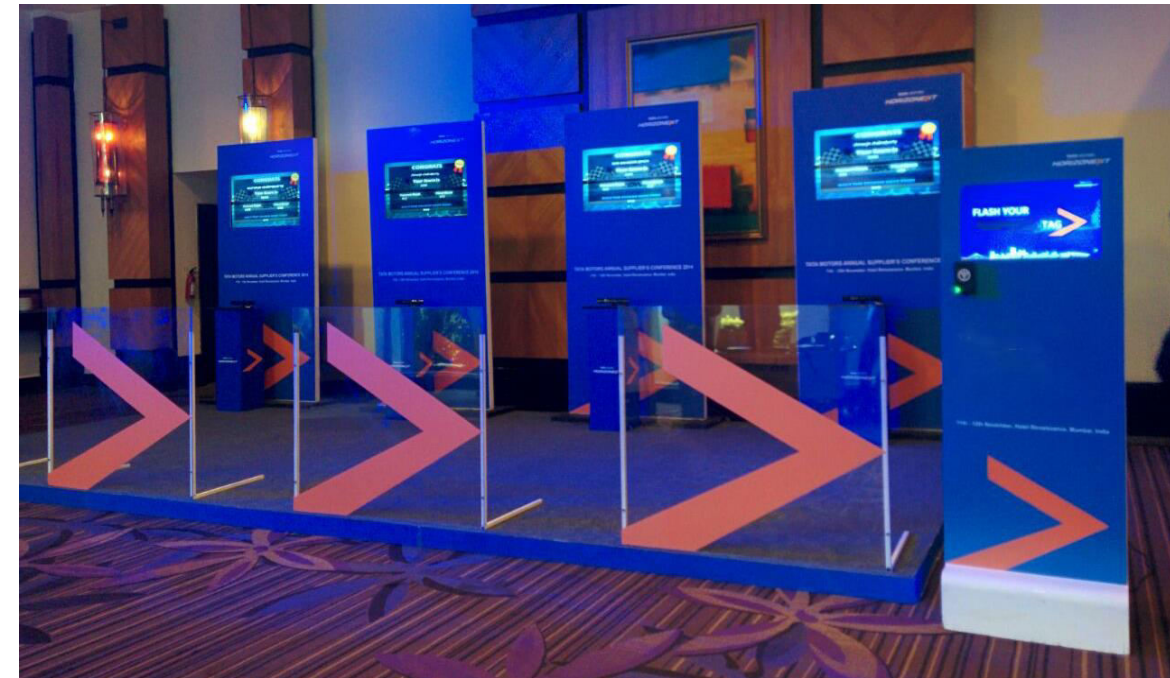
KINECT GAMES

Overview

- ▶ Guests are able to play the motion sensor based games.
- ▶ Games can be developed of any kind like simulation games, fps games etc.
- ▶ Games can also include various point collection system to maintain the competitiveness.
- ▶ At the end of the game users see a leader board with their individual score and rank with top 20 overall scorers.



SAMPLE GAME VISUALIZATION & THE SET-UP



Vending Machines

- Product dispensing machines that work on the basis of any interactive activities.
- Interactive digital/physical games can be conducted for the visitors based on their motions
- The winner will be gifted with dispensed product from the machine which can also be shared on social portals integrated through RFID bands

Ref link - <https://vimeo.com/78918397>



LIGHT PAINTING

▶ WHAT'S THAT??



LIGHT BECOMES A PAINT BRUSH AND EVERYTHING A CANVAS, IN REAL TIME !!

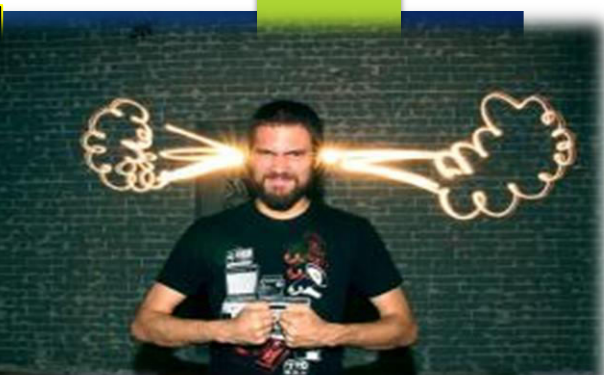
LIGHTPAINTING BRINGS COLOR, LIGHT AND ENERGY OUT OF THIN AIR IN A PHOTOGRAPH

NO IMAGE EFFECTS. NO PHOTO PROCESSING. INSTANT LIGHT MAGIC

BE CREATIVE, BRING OUT THE ENERGY, BE A SUPERHERO OR AN ANGEL - THE POSSIBILITIES ARE ENDLESS.



McAleavy.org



WEB CASTING

FLOW

- ▶ Live streaming of the event on installed big digital screens.
- ▶ URL will be provided which when clicked will start streaming the live telecast of the event



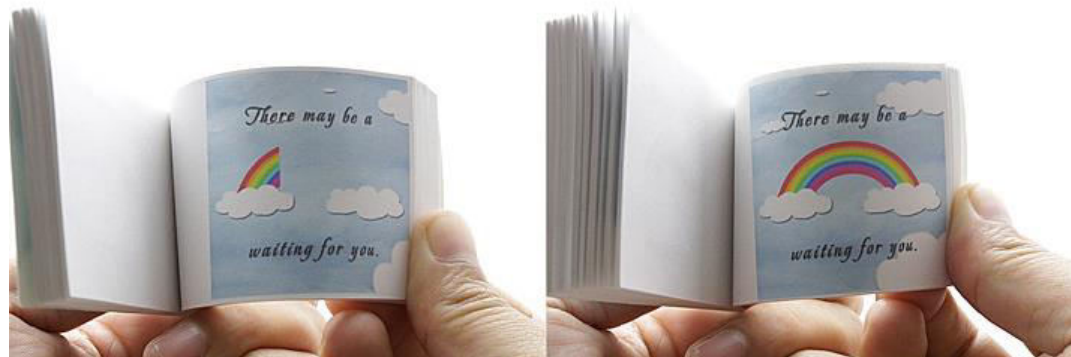
WEB SOCKET GAMING

- ▶ We'll put up gaming screens where visitors can connect their smartphones to the web socket to make them act as controllers.



Vine Books

- Multiple pics of visitors are clicked, printed, and compiled to form a flip book. A vine-like animation is generated as one flips its pages.



Live Tweets/ Social Wall

ACTIVITY FLOW

Visitors can tweet/post something on their social media accounts which will be displayed live on digital screens (social walls).



THANKS & REGARDS

