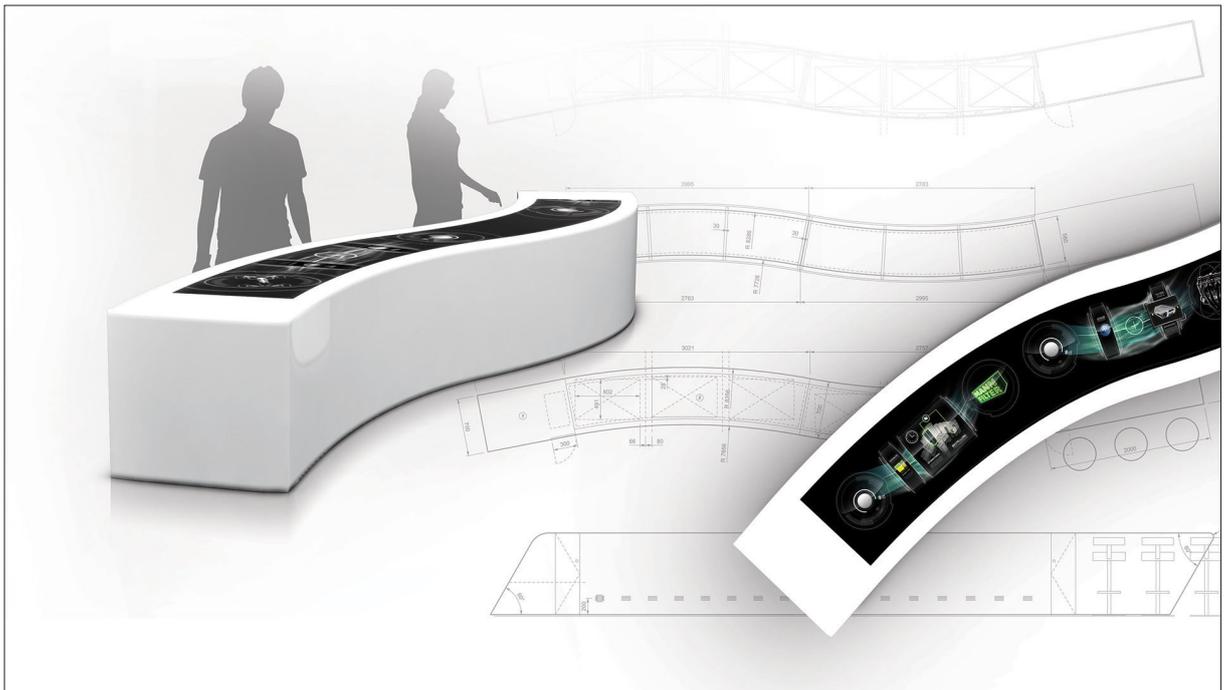


EVENTS, OR HOW TO CONNECT WITH YOUR AUDIENCE

You don't just want to attract visitors.
You want to talk to them!

How Stereolize creates powerful and meaningful visual stories for today's brands.

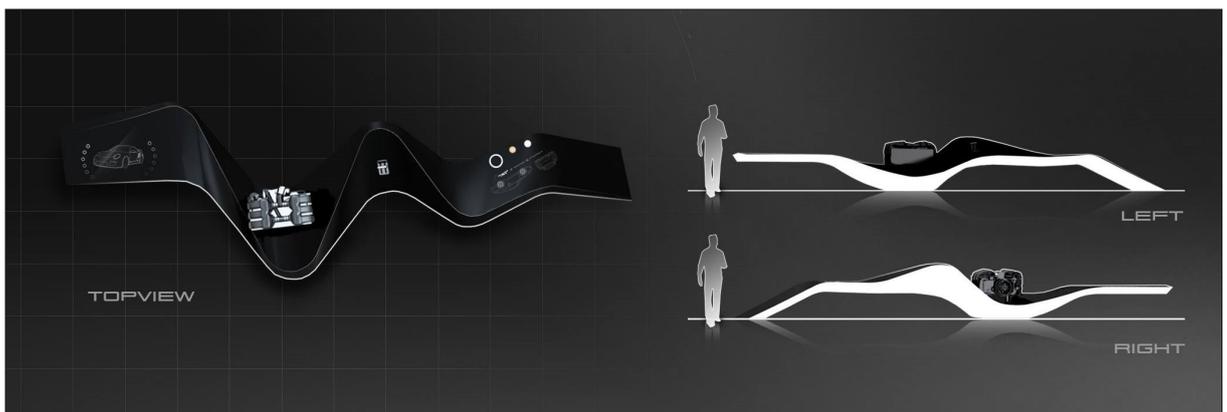


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Are you wondering how to make every corporate event you produce special?

Have you ever felt that your public event did not turn out to be what you expected? You and your company put all the effort to create something special for a trade show, a corporate event, even a showroom, but the impact does not satisfy you 100%.

At Stereolize, we believe that you have to get excited and upbeat to successfully deliver the best possible event. It is a matter to be open to changing the approach. For over 20 years, Stereolize has worked with some of the most innovative brands to produce memorable



At a public event, like an exhibition, you have two main problems: catching visitors' attention and retaining them at your space to start profitable conversations that can transform into potential business opportunities.

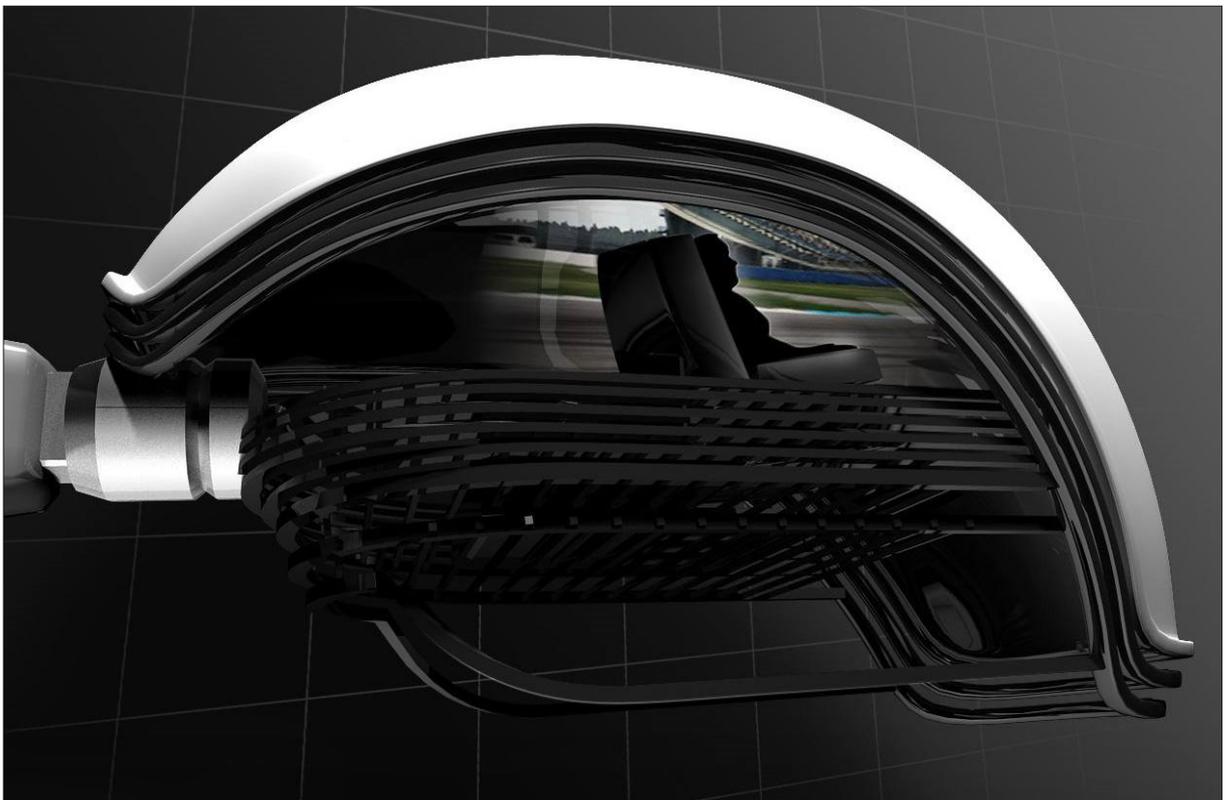
corporate events and it all started with the idea that the visitor will want more than the mere displaying of products. In this document, we will provide you two examples. These will allow you to understand how complex yet rewarding is designing the best exhibits.

Examples of visual Storytelling in corporate public events

We want to share some ideas with you based on two real projects we produced for MANN Filter and BMW.

Both are examples of exhibits in trade shows that delivered a truly interactive experience to both visitors and the staff from our clients.

And they both address the same problem: how to invite visitors to a stand and retain them.

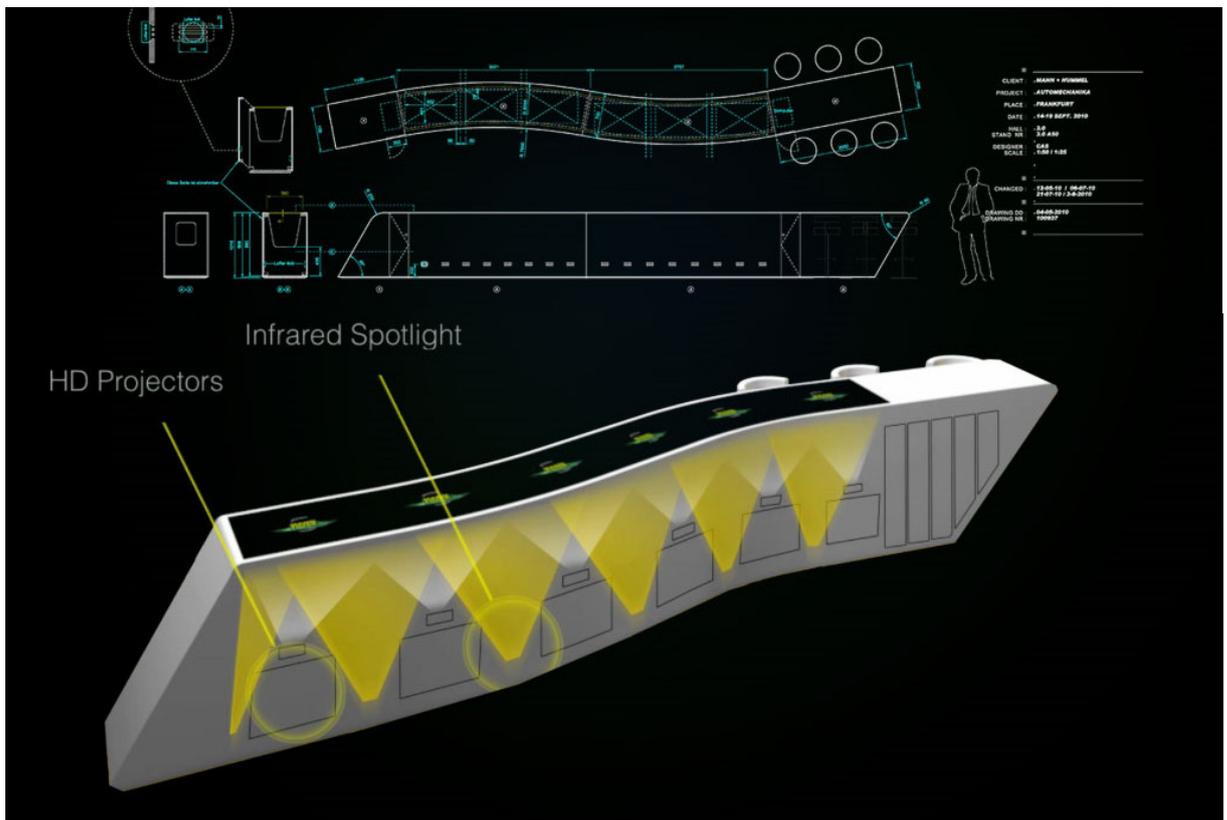


MANN Filter Automechanika

Frankfurt, Germany

You want an eye catcher to attract them to your stand. However, that is not enough. How are you going to follow up on these spontaneous visitors? How are you going to define new business opportunities if you don't have a valuable conversation with them to explain them why you are the right partner. This is where we started from for MANN Filter at Automechanika.





Trade shows and exhibitions are a great place to start new business. Plenty of visitors walk by and are attracted to a plethora of companies, eager to show their solutions. However, this increasing number of exhibitors makes it somehow hard for a visitor to decide whom to visit.

Of course, when we attend a trade show, we already know what we want to see. We define a schedule of appointments and stands that we want to approach. Yet, there is always some time left to wander around the halls and discover new potential partners for our business.

When we are in that „browsing mode“, we will stop more often in places that catch our eye and attention.

MANN Filter could have gone through the dilemma of deciding how to create that connection with visitors and decided to work with Stereolize to produce a concept that would not only become the perfect eye catcher but also would retain spontaneous visitors to communicate with MANN's staff at the stand.

To encourage these casual meetings, we decided to work on an exhibit that would fit right in the center of MANN Filter's stand. Stereolize's idea was to build an interactive touch-table, but not an ordinary one. First of all, it was S-shaped. This peculiar design would definitely accomplish the task to attract people at the stand.

But an S-shaped table was not sufficient without a story to tell, so compelling that it would transform an act of curiosity into a deep conversation about MANN Filter's solutions. The concept allowed more than one person at a time use the table with digital markers that would open an intuitive content navigation system to explore what the company had to offer.

Each member of MANN's staff could work independently on this content and attend visitors individually. This also created a crowd effect, calling in even more visitors. This is the best demonstration that interactivity can be the perfect tool if backed with a compelling story behind. It serves more than purpose at once.

Of course, Stereolize dedicated a lot of effort in generating some really special graphics. The flow of particles was the inspiration for the whole design concept.



These particles would move through the animation. In this environment, choosing a product would filter the particles. In addition, the user could scroll through the products on the multi-touch table.

These key visuals became the blueprint throughout the entire stand as much as the central element of the interface design in the interactive display.

It was really important to reproduce all the products MANN Filter wanted to display in the content of the interactive table as well. Thus, our team rebuilt these products in 3D, adding the capability of moving and rotating them in real-time, as if they were real. This is how we created a truly intuitive presentation experience that could match reality.

BMW

International Motor Show Dubai

Dubai, United Arab Emirates

Cars and people. This is how we dealt with this work. We thought that the best way to enhance the value of BMW's products was to associate it with the visitors and their personalities. We used interactivity and Augmented Reality to offer everyone a personalized experience with the models that were shown at the exhibition.



Interactive exhibitions can be produced in many different ways. But BMW needs something special. Everything has to follow a specific style, especially in a demanding show such as the International Motor Show in Dubai. Different from anything else you could see at the show,

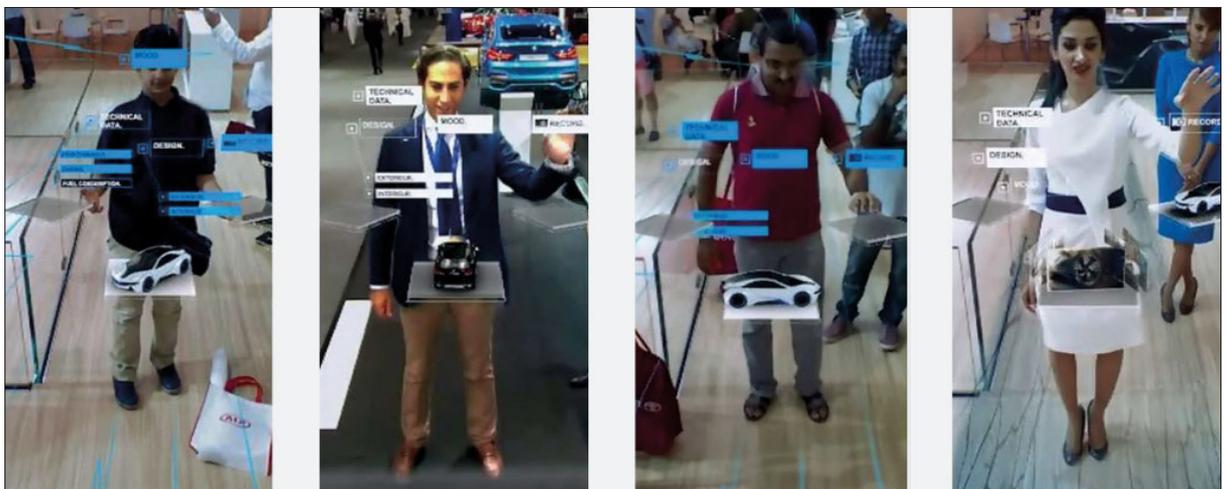
Our work consists of understanding the primary needs of a solution. In this case, it was quite clear that we had to produce something that had to catch visitors' attention but, at the same time, it had to inform. In addition, it had to be interactive to make it entertaining.

We wanted to work on a solution that would create a connection between the BMW brand and the visitors. And the corporate image and look and feel of BMW played a significant role. If we could generate that connection, then the information would become something a visitor would want to interact with.

Our solution was an interactive mirror in which visitors could see themselves physically related to BMW. And we called it the BMW Mirror Steles.

Even though the BMW Mirror Steles was developed to enhance car models from BMW, the connection started when the visitor would stand in front of it. People would face the installation that immediately showed an interactive menu. Most important, this menu would be opened around the person's reflection on the mirror. We wanted people to see themselves as part of it all.

Using augmented reality, the reflection of the visitor would be matched with an actual car. The person could navigate through the futuristic and slick interface of the application with simple and intuitive gestures. This is how additional information could be retrieved at all times.





The interactive exhibit consisted of a special spy-glass mirror installed in front of a 65" LCD screen. For capturing the gestures, and making the content react to them, we hid behind the glass a Kinect device that tracked all the movements and height of each visitor standing in front of the steles. This is how we ensured that the interface elements would appear around the reflected image of the person interacting with the device.

Everything had to be personal. What car to show to the visitor? How could we make sure that the person could entirely enjoy the experience? To answer these questions and make sure this solution would meet our goals, we used a custom-made software developed by the Fraunhofer Institut. Surprisingly, this software was able to track and recognize the mood of the person and offer a car model that would suit that mood.

Finally, we went even further with a very special feature that allowed visitors to take a short clip of their interaction to stream it directly onto the Facebook page of BMW Dubai.

We took care that the content, apart from appealing, allowed visitors to personalize even more the car that matched their personality. Once you were offered a model, you could read through its technical description and customize it in color and features, among others.

This personalization required a lot of skill to ensure that the interface, combined with the gestures, would work in an easy and intuitive way from the very beginning to the end of this experience.

A different approach

As you can see, there are different ways to engage with a spontaneous audience. The most important part of it is to imagine the right scenario for the perfect story that will engage this audience in a space.

At Stereolize, we have specialized in working in these environments by always working on visual storytelling as our guide. All projects we worked on had the right size and the right amount of complexity, based on the actual resources and communications needs our clients have.

We do work a lot with interactivity. It has always been something that has differentiated us from the others. The smart use of screens, touch capabilities and real-time graphics can make a huge difference if they comply to the principles of visual storytelling.

If you want to know more and even have a spontaneous conversation with us, we invite you to get in touch. At least, we would be delighted to know you and your company a little bit better and to understand your specific needs.



Who we are

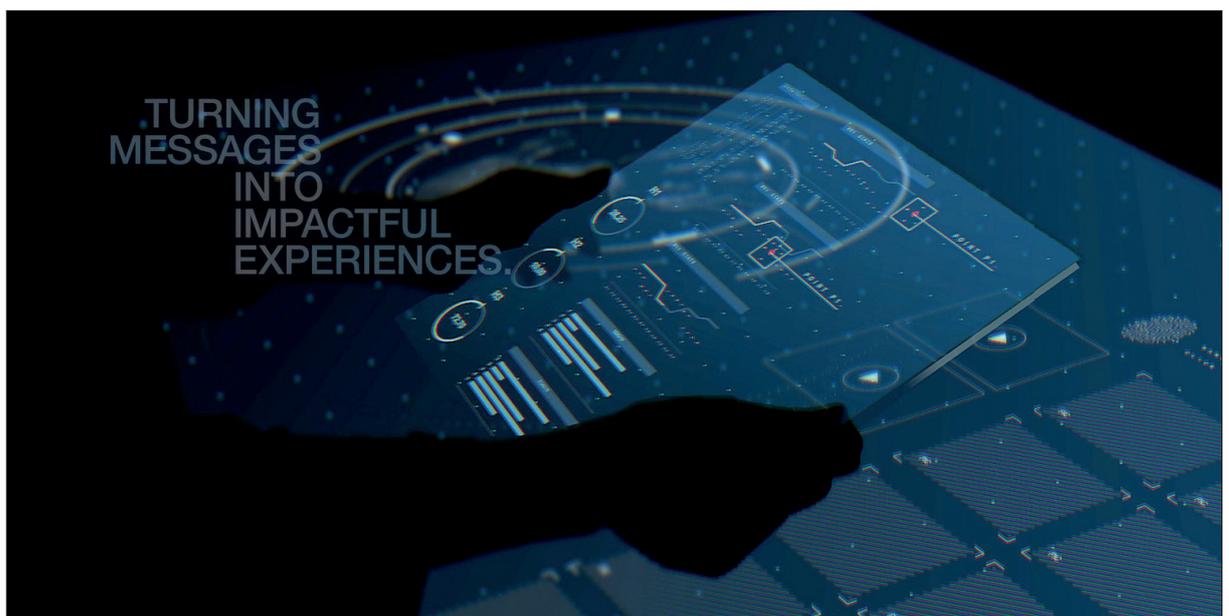
Stereolize has been devoted to **visual storytelling** for over 20 years, now. We are proud to gather an international team of professionals with one goal: **creating unique solutions that generate desire, engagement and knowledge.**

We cover three main areas of competencies: **branding and design, technological integration and content consulting.** We deliver high-end visual solutions to offer the best quality in terms of graphics and architecture.

Stereolize has enough know-how to work on software development, integration and prototyping, independent of the field of application. Finally, we are there from strategy to content creation.

In this scenario, we position ourselves at the very core of the diverse disciplines that are shaping today's communications. More than media, **we create interactive environments that generate immersive experiences for the audience.**

We have worked for some of most innovative companies in the world. All of them trusted us to take their brand awareness to the next level. For this reason, **it is our mission to turn messages into impactful experiences.**



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