

Case Study.

TAQA.

An immersive gesture controlled experience.



Client Brief.

In previous years our client had used 3D content to attract attention to their exhibition stand. In a bid to develop this concept the team at Acquire were tasked with creating a 5D stand, one that would stimulate all the senses, for a truly immersive experience.

Acquire's Solution.

Commissioned by event specialists Concerto Live we developed an experience that would utilise sound, gesture, touch, responsive lighting and 3D visuals developed by Some Bright Spark.

Visitors were invited to pre-book their experience via a personalised micro-site developed by our programming team. On arrival staff used iPads to activate the visitor experience which was also personalised to the individual, based on the information provided during the registration process.

Features and Benefits.

- The stand successfully increased dwell time.
- Proved to be an effective way of obtaining and recording visitor information.
- Able to monitor individual visitor usage so that our client could establish the most popular aspects of the presentation.
- Delegates reported that the stand was innovative, engaging, memorable and an impressive use of technology.

Acquire Development.

Using Kinect Technology visitors navigated through the experience using gesture controls to select content and play videos. The integral lights built into the stand were also programmed to respond to the on-screen content, changing colour throughout the experience. The innovative stand enabled visitors to navigate through the presentation while interacting with the on-screen content.

