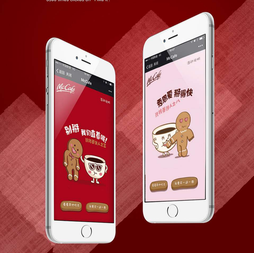
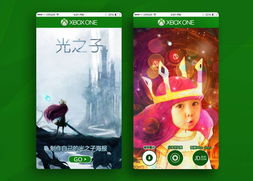
CONCEPT AND BACKGROUND

McCafe brand needs to create a localized campaign for Chinese market, to introduce Ginger Bread Cartoon to the 18-25 years old targets. How to use this Ginger Bread element that can draw the young people's attention, we created a concept "To play with Ginger, to create a funny eating way". To combine with popular culture that can reveal the online hot words are both in deeply consumer insight.

CONCEPT AND BACKGROUND

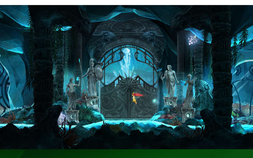
This integrated Campaign included H5 engagement pages, Christmas' Cups packaging design, POP design, Social Media communication etc. These H5 engagement Cartoon were very popular and PV both over 100,000 times on H5 pages and Wechat, about 3080 times clicked on "I like it".

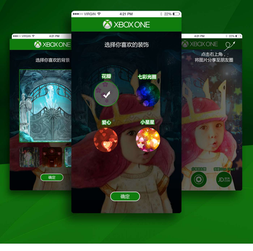

McCafé
姜饼人的圣诞
我一口吞了
姜饼人的圣诞
咬了几口就没了



XBOX ONE

In Summer 2015, X-Box One Client had Launched five Games which included Fruit NINJA, Child of light, Westward Journey, Shape up and Magic imaginations, except to invite some senior game-players to participate the games testing party, our task was focus on digital communication on mobile or Social medias.





XBOX ONE

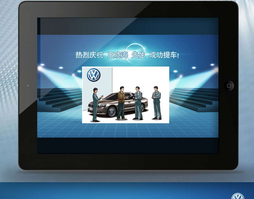
The main works were to introduce games products officially and Hfs engagement to experience or testing. Because of products were games, so interactive process was not very important but to make sure the messages reach to the targets via transmit channel or media were the Key point of this campaign

We clearly defined this campaign concept as "START TO FUN, LET' S ONE (PAL') TOGETER." the Client confirmed this on the first presentation due to it sharply touched the goal of this project.

XBOX ONE

XBOX ONE

Volkswagen. E-pos System



VW E-pose Auto Sales Delivery System Project Summary

Volkswagen E-pose Auto sales delivery system was developed in 2013, which is based on 45 store internal sales management. This APP product included iPad and PC basic version. The iPad device by hold by salesman, meanwhile the network connect with PC database in the 45 stores, all documents and information of customers will be pre-sented on the iPad screen. All auto delivery procedures from making appointments, reception, products checking, payment and CRM service, all in one system. The aims of this program will be promoted the 45 stores service more professional, more effec-tively, convenience and accurately.

2013-1014 © E-pos System. All copyright reserved by Volkswagen.

PROJECT SUMMARY

In Dec. 2014, the project was proposed from DMC(Volkswagen Group in China) requesting to develop an AR application based on light and stripe technology that could be breakthrough vision for consumers. Our team considered the further demand and scalable technology that could be scaled-on as high-profile by AR tech. In order to be high-profile grabbing the eye's technology appeal, The centralized training was held in Hainan Province (Blue-collar town), overall more than 1000 people attended and experienced the AR tech deeply and gave premium comments.

Main page

Advanced High Strength Steel (AHSS) Body Structure.

4 Motion (4WD) Drive System

ACC/Active Cruise Control & Blind Sector Monitor

Multi-Choice Driving Models.

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ŠKODA

勇闯九阶
空中基地

柯迪亚克新车正式推出5款游戏动画
Kodiaq SUV Launched H5 Game Animations
Kodiaq SUV Launched H5 Game Animations
Kodiaq SUV Launched H5 Game Animations

Summary 游戏概述

Kodiaq SUV Launched H5 Games Background.

In April 2015, we took off this some mobility campaign for SKAY. Closed Network, Kodiaq SUV Launched H5 Game Animations. Kodiaq SUV Launched H5 Game Animations. For Solution included Introduction of software of top-grade H5 games, and upgrade Kodiaq online videos etc. The aims of these works should be engaged for all users, leave for attracting, sharing, impression of mention, and consequently user experience.

Meanwhile, we always complained the Kodiaq SUV's powerful strategy, which is Swift Kodiaq SUV's top grade, being suitable for all terrain.

Kodiaq SUV Launched H5 Game Animations. Kodiaq SUV Launched H5 Game Animations. Kodiaq SUV Launched H5 Game Animations.

ROEWE 荣威
品位 科技 实现

Main Pages

United elements

I communication

I Search

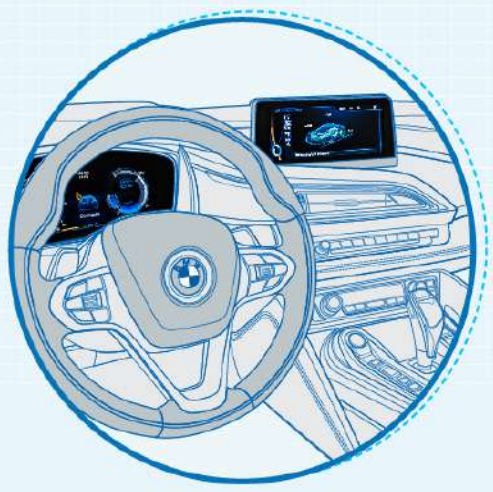
I Enjoy

I Car

I System

TELEMATICS

TELEMATICS 4D-EMENSIONAL ANALYSIS INF OGRAPHICS



i-DRIVE 7.0

THE BASIC FUNCTIONS AND PROFASSIONALTECH OF TELEMATICS

Telematics typically is any integrated use of telecommunications and informatics, also known as ICT (Information and Communications.) Technology.

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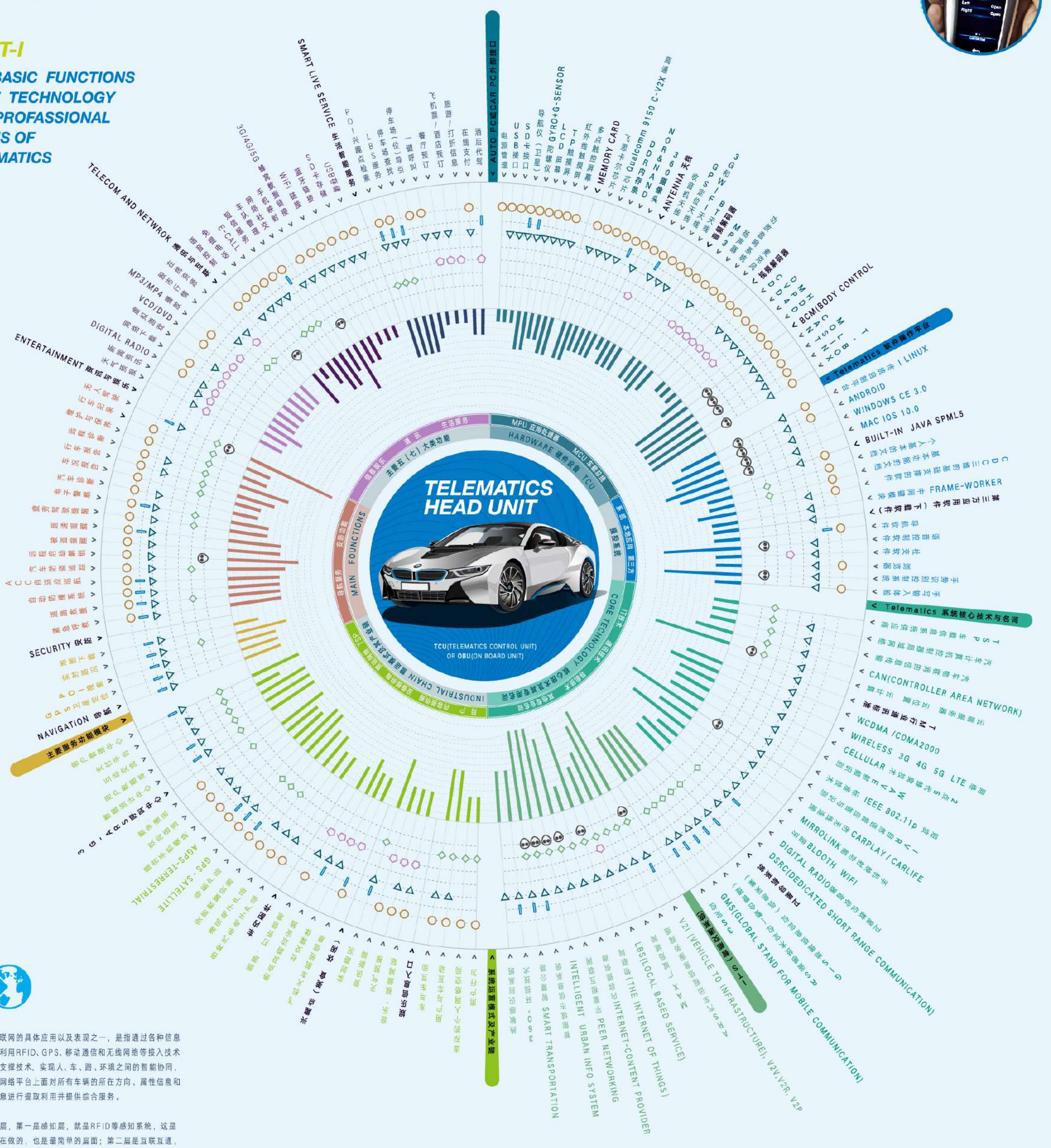
PART-I

THE BASIC FUNCTIONS CORE TECHNOLOGY AND PROFASSIONAL TERMS OF TELEMATICS



车联网是物联网的具体应用以及表现之一，是指通过各种信息传感设备，利用RFID、GPS、移动通信和无线网络等接入技术和网络服务支撑技术，实现人、车、路、环境之间的智能协同，实现在信息网络平台上面对所有车辆的所在方向、属性信息和静、动态信息进行提取利用并提供综合服务。

车联网有三层，第一是感知层，就是RFID等感知系统，这是很多企业正在做的，也是最简单的层面；第二层是互联互通，即车与车、车与路互联互通；第三层是通过云计算等智能计算，调度、管理车辆。

应用技术分类 THECNOLOGY CLASSIFICATION

- MPU 硬件 | HARDWARE
- MCU 硬件 | HARDWARE
- 操作平台 | PLATFORM
- 核心技术 | TELEMATICS-TECH
- 智能交通 | ITS(SMART CITY)

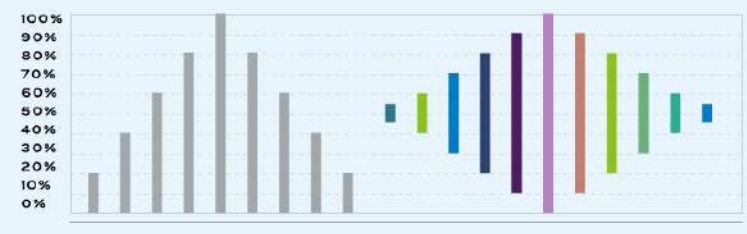
应用技术分类 THECNOLOGY CLASSIFICATION

- TSP产业链 | INDUSTRIAL CHIAN
- 导航和安防 | NAVIGATION & SECRUITY
- 娱乐资讯 | ENTERTAINMENT AND NEWS
- 通讯网络 | TELECOM AND NETWROK
- 智能服务 | ENTERTAINMENT AND NEWS

i-DRIVE 7.0 THE BASIC FUNCTIONS AND HECNOLOGY

基础服务	休闲娱乐	交通信息	IT与通讯	大数据管理	黑科技
1990	1998	2004	2009/ 2010	2015	2018 >>>>>>
1.0	2.0	3.0	4.0	5.0	6.0/7.0

技术研发难度系数 HIGH THECNOLOGY DEVELOPING DIFFICULTY INDEX



FROM 2004-2016 RESEARCH ANALYSIS