PROJECT : { Emirates Airlines + US Open }

CLIENT : { Creative Artists Association/Emirates Airlines }

LAUNCHED : 08.27.2012

Emirates was looking for a unique, interactive way to engage attendees of the 2012 US Open . Helios built a ‘Ball Flight Simulator’, a gesture-driven digital experience that encouraged participants to virtually ‘hit’ a tennis ball and then guide it’s flight around the globe, eventually landing on one of Emirates destination points. At the culmination of the experience, the user’s photo was taken in front of a postcard image of the destination, and sent to them to share via various social media platforms.

PROJECT : { Panasonic + US Open }

CLIENT : { Arnold/Panasonic }

LAUNCHED : 08.27.2012

Arnold and Panasonic were looking for interesting ways to integrate their celebrity partner, US Men’s Tennis Pro Mardy Fish, into an experience that would surprise and delight attendees. Helios built an Augmented Reality (AR) photo experience, which allowed fans to interactive with a virtual version of the tennis star. Consumers would see themselves on-screen standing at center court, and an image of Mardy would ‘magically’ appear next to them, interacting in various ways until prompting them to take a photo together. The photos were posted directly to Panasonic’s Facebook page, and ever consumer was sent a link to access their photo to “like” and share with their friends.

PROJECT : { Kellogg’s + Amazing Spider Man Exclusive Content }

CLIENT : { Catapult Marketing/Kellogg’s }

LAUNCHED : 04.01.2012

Kellogg’s wanted to provide consumers access to three exclusive clips from the Amazing Spider Man ™ movie in order to drive purchase of their products. Helios built an augmented reality mobile application that required consumers to buy a box of the cereal, asked them to download the ‘Amazing Spider Man Exclusive’ app. Consumers would then use their ‘Spidey Sense’ (and the camera on their smart phone) to find the target image of Peter Parker on the back of the box that would automatically launch the exclusive video content, trailer, and links to special offers.

PROJECT : { Macy’s + Macy’s Thanksgiving Day Parade Holiday Windows }

CLIENT : { Macy’s }

LAUNCHED : 11.10.2011

Macy’s was looking to create a compelling experience in the storefront windows of their Herald Square flagship location that would provide a unique, fun element for consumers to interact with. Helios built an Augmented Reality (AR) photo opp using facial recognition to determine when users were looking at the screen. This in turn activated the interactive content – iconic balloons appearing around their head, and an animated parade ticker. A countdown was also trigger for taking their photo was which was automatically posted to Macy’s Facebook page. Over 20,000 photos were taken in twenty-eight days, with more than 70,000 participants overall.

PROJECT : { McDonald’s + McDonald’s Global Convention}

CLIENT : { McDonald’s }

LAUNCHED : 08.27.2012

Helios created several interactive games, both moderated and self guided, that allowed attendees to have fun while learning about the McDonald’s approach to technology, design and social media. From an MC moderated “game show” style question and answer game, to interactive games, attendees were encouraged to learn at their own pace. Multiple technologies were used, including touch, multitouch, and a comprehensive CMS driven mobile app that allowed brand ambassadors access to product information, marketing materials, and user manuals for McDonalds menu items world wide. NOMINATED FOR EVENT MARKETER AWARD

PROJECT : { Visa Network}

CLIENT : { The Science Project/Doremus/Visa }

LAUNCHED : 08.27.2012

Visa’s Network marketing team was looking for an interactive way of teaching their customers about the different services offered while imparting the secure and reliable nature of their network. Helios programmed multiple interfaces and interactive elements with organic yet cohesive UX devices that highlighted the various attributes and connections between the offerings. Hardware and software solutions were engineered and installed at Visa’s Headquarters by our team.

PROJECT : { Bally Total Fitness + Retail }

CLIENT : { Manifest Digital/Bally Total Fitness}

LAUNCHED : 05.01.2011

Bally Total Fitness was searching for a gesture-based interactive piece to provide a unique, information-driven experience to existing members and to entice new members to sign up at their flagship locations. Helios built a gesture based fitness application that allows attendees to control a large-format video wall through their motions and movement. A cursor driven UI is used to navigate four different applications including nutritional information, a virtual trainer, and a personalized visualization tool. THIS DISPLAY RECEIVED AN APEX DIGITAL SIGNAGE AWARD