

Salt & Pepper

digital production

Salt ▲ Pepper



Bon appétit!

We specialize in the development in the broadest sense of the word: from promo-sites to high-load startups and services.

In 4 years we've assembled a team of 30 top-notch pros, united not only by a common purpose, but also by a genuine love for their work.

.....

We love our work and always give 101%. The only way for us to be the best is to surpass ourselves again and again. Our values make us to be one step ahead and always improve what can be improved.

.....

We have a dream. We're going to create a product that will be used by the 5% of the world population. We believe that the philosophy and the principles upheld by our team, will necessarily lead us to the cherished goal.



DEVELOPMENT

We develop projects with any degree of difficulty, including high-load services and startups.

We have a lot of experience in social app production. We've created many 2D or 3D games as well as mobile apps. We closely follow latest trends in augment reality, kinect like devices and robotics.

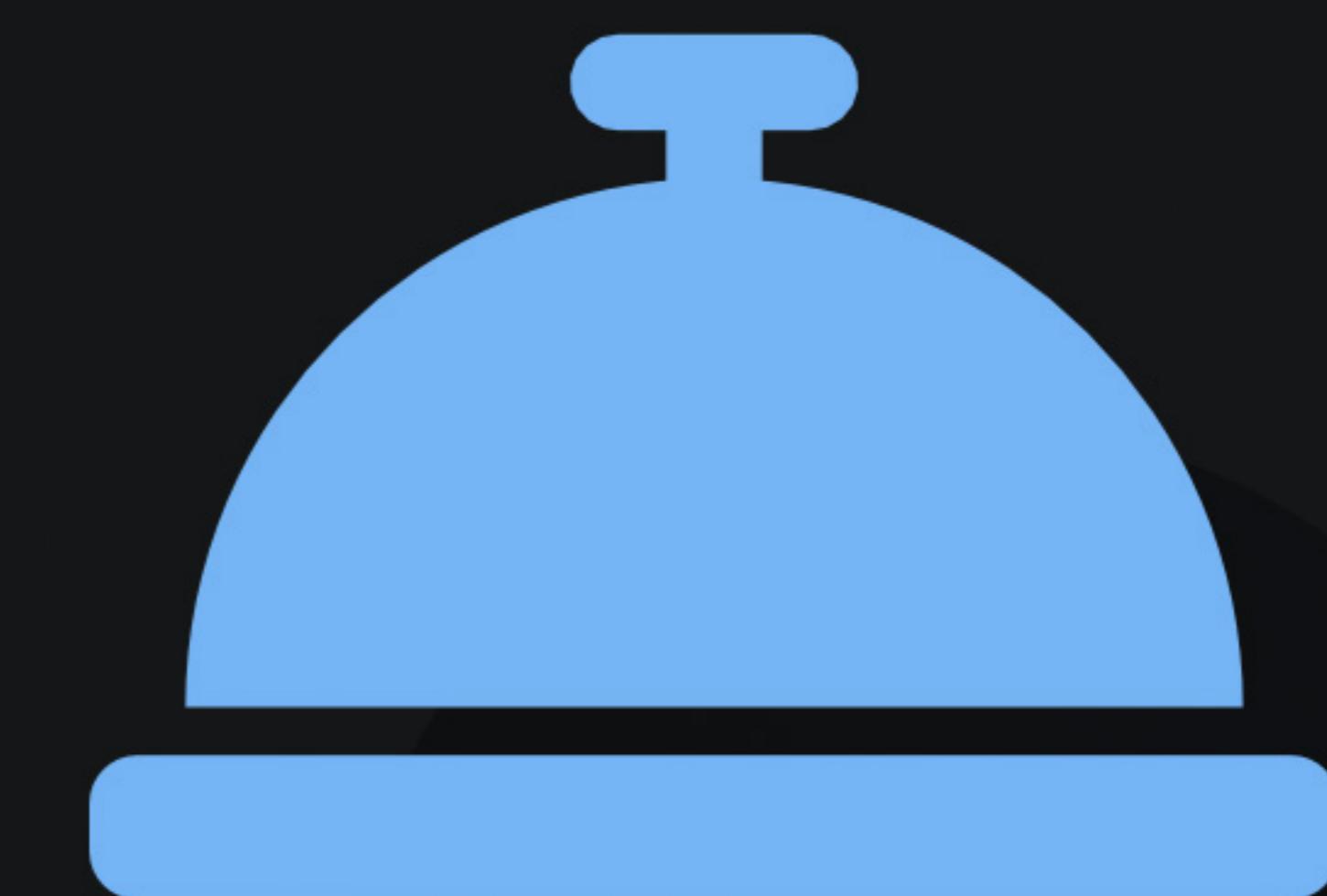
WE USE FOLLOWING TECHNOLOGY:
HTML/CSS/JS (JADE/SLIM, ES2015/COFFESCIPT,
SASS/POSTCSS, REACT/REDUX, BACKBONE,
WEBPACK/GULP, CORDOVA/PHONE GAP, WEBGL/CANVAS)
RUBY (RUBY ON RAILS)
UNITY 3D, FLASH



DESIGN

We have deep expertise in illustration, technical design, 2D and 3D animation and motion design.

Our focus is to present a client with the most thoughtful and convenient interface and to use the latest and the most efficient tools for prototyping. We are always attentive to detail.



CONSULTING AND SUPPORT

With the extensive knowledge in development we often provide consulting services and share technical expertise. We offer our clients the most effective options for achieving their goals.

We are ready to be included in the project at the stage of concept-creation to provide our ideas as well as solutions for the mechanics and architecture. After a project launch we can provide technical support as well as collection and analysis of a statistical data.

THE TEAM



MANAGEMENT

Project Management Director, head of department Alexander Sukhanov
5 project managers



BACK-END

CTO, head of department Anton Bondar
7 engineers



FRONT-END

Head of department Maxim Koretskiy
10 engineers



INTERNAL PROJECTS UNITY, FLASH

CEO, head of department Anton Kozhevnikov
3 engineers

Each department has its own head. The hierarchy inside departments is horizontal.

WE MADE PROJECTS FOR



Audi



Yota



always



and **49** other international
and Russian companies

TESTIMONIALS

“ While dealing with Salt & Pepper we are able to offer our clients concepts with a fairly complex web development, and we can be confident that together we can develop them.

ALLA KHOTKINA
Commercial director | Deasign agency

Deasign

“ We give top priority to teams of contractors who are responsible for deadlines and are consistent with the quality of their work. Exceptionally high skill + readiness to seek and find solutions in difficult situations quickly and efficiently – are the keys to the long-term cooperation with the contractor for us. That is why we are working with Salt & Pepper for many years now.

ANDREW KOROTYKIN
CEO | Marvelous agency



MARVELOUS

“ Morye LLC has successfully collaborated with Salt & Pepper on a Yota Play service development using Adobe Flash Access 2.0 technology.

During this collaboration, Salt & Pepper proved itself a highly qualified and responsible team with good business reputation.

IGOR SOKOLOV
Business manager of the project | Yota Play

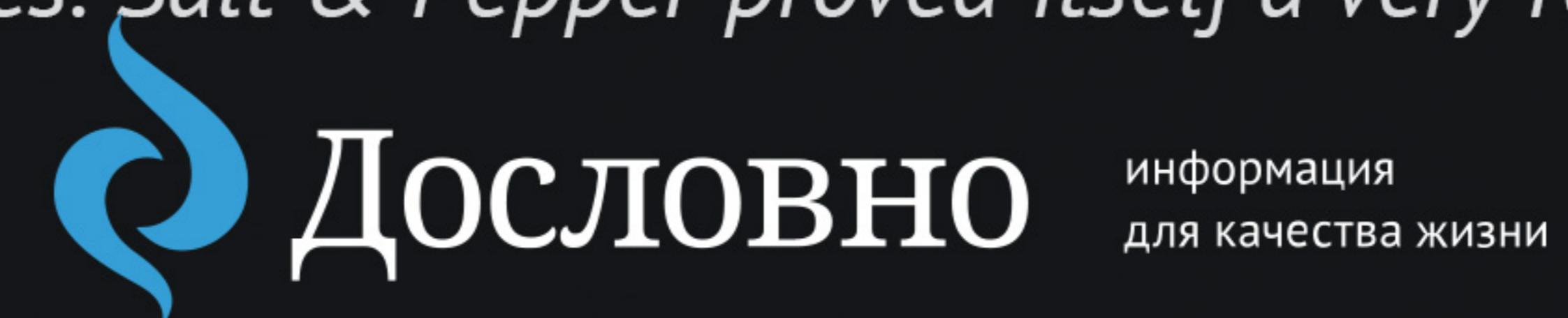


TESTIMONIALS

“ The members of Salt & Pepper team constantly show an outstanding involvement in the development process. They also have great deadline management. And when planning the work, they always present a detailed checklist of tasks with a thorough analysis of each step of the development process. This is really important for our web portal since the medical sphere we are working in requires not only adequate understanding of our clients' needs, but also the needs of our partner medical consultants.

Salt & Pepper team demonstrates creativity and rational approach to non-standard problem solving combined. Their developers constantly keep in touch with our website administrators, medical consultants and designers and find optimal solutions for all the concerned parties. Salt & Pepper proved itself a very reliable partner.

ANDREW POVOLOTSKY
CEO | Doslovno.com



“ “Mosaic” digital agency recommends Salt & Pepper developers for a cooperation. They are excellent programmers. Last year we implemented more than 20 projects in combination with them and all these projects were executed in due time and at high-quality standards.

ANDREW GAFAROV
Production director | Mosaic media



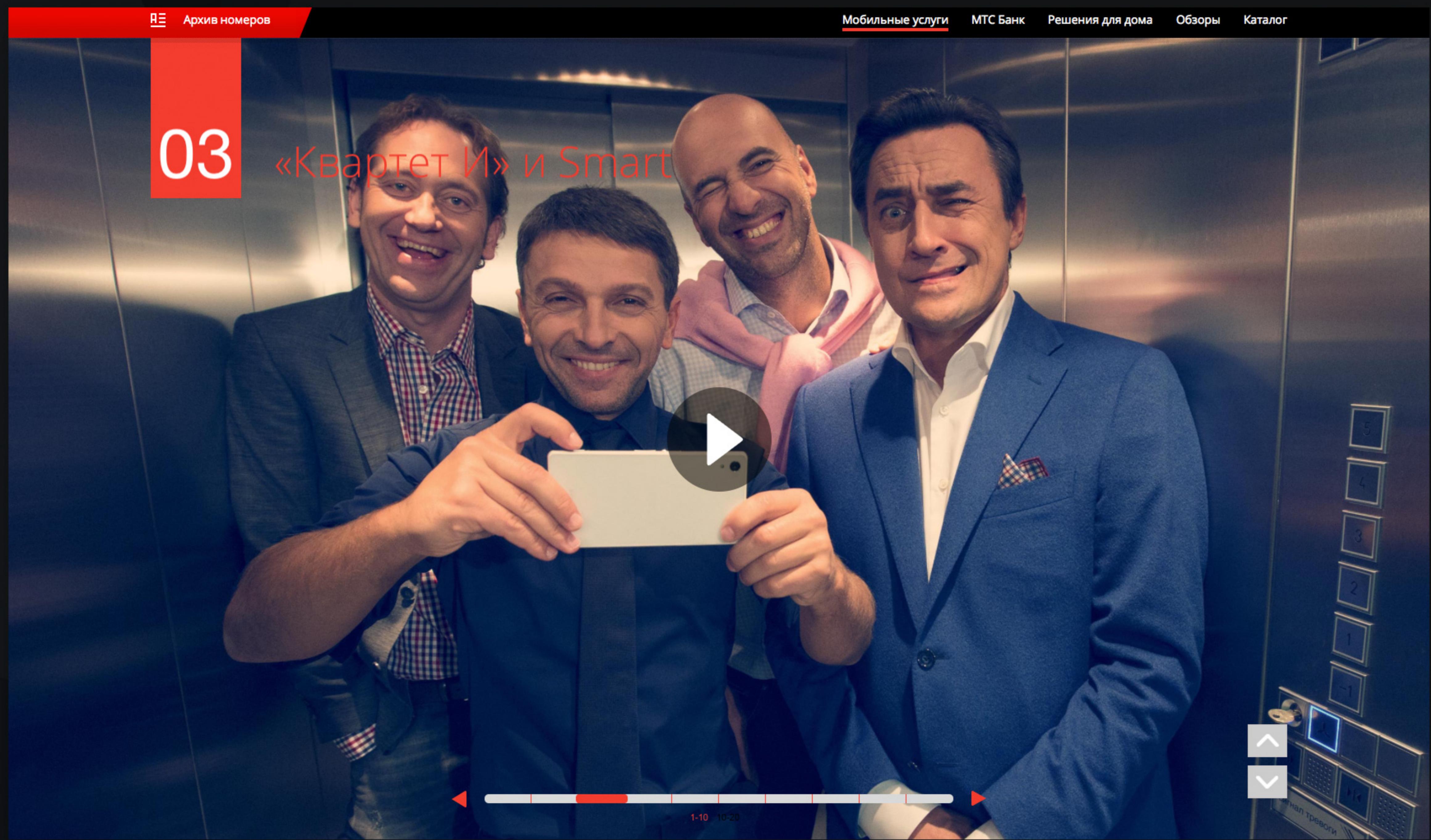
“ As an agency, we are demanding in deadlines and quality. That is why it is very pleasing that the Salt & Pepper is always serious about deadlines. They do not promise anything, before they studied the question in detail, and after promising they always perform the work in time. Plus, we really appreciate the quality of their work. I especially want to note that the leaders of Salt & Pepper is always involved in the process and it helps to quickly resolve issues.

ANDREW VORONKOV
COO | Progression



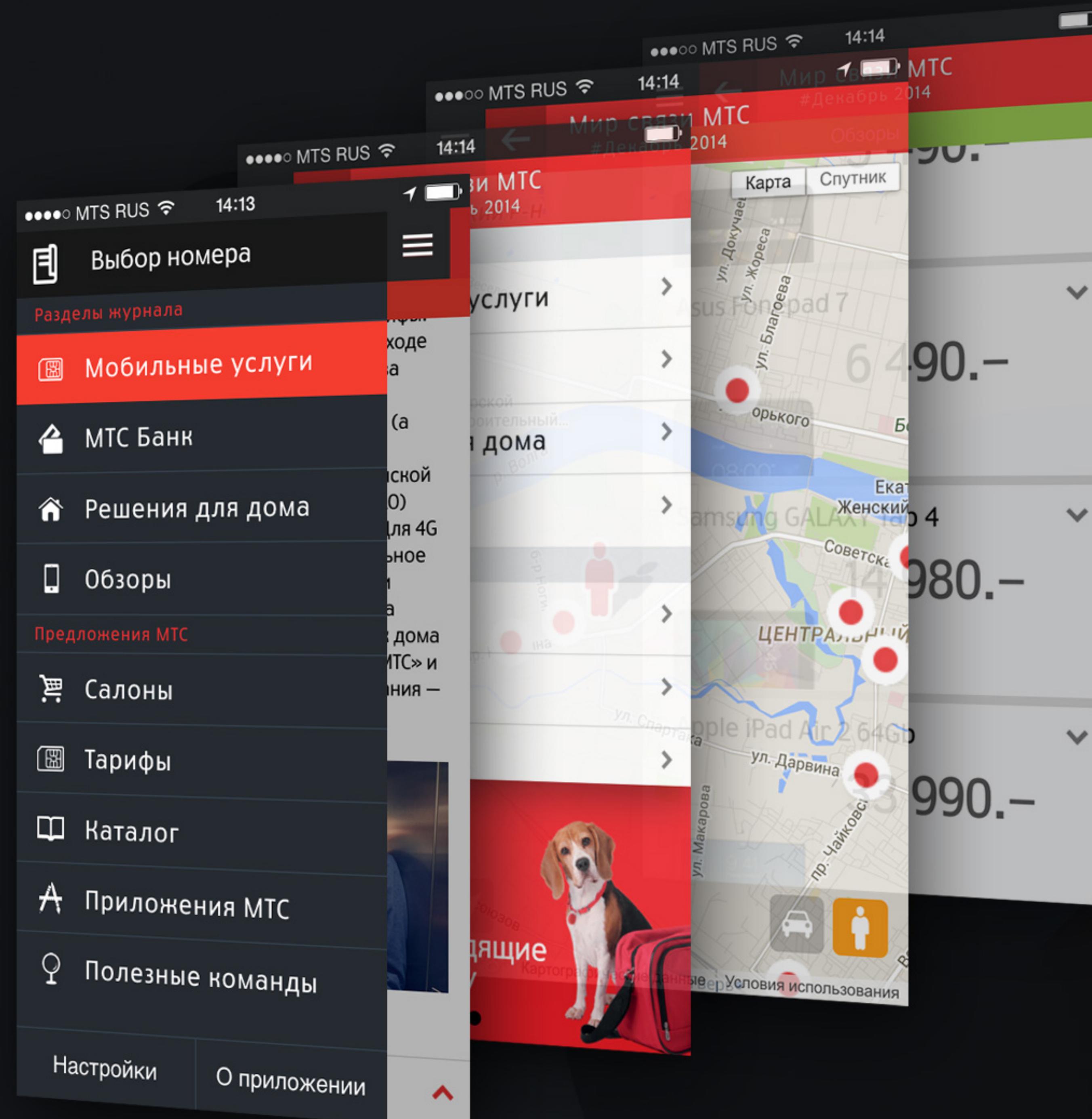
MTS MAGAZINE

MTS 'World of communication' is an online version of the Russia's biggest mobile operator's magazine.



Digital version of the magazine is presented as website with a complex adaptive design and as a mobile app for iOS, Android and Windows Phone platforms.

We've developed a CMS to allow easy and fast content creation. It's also provided content managers with an ability to add interactive articles and elements to the articles. Integration with MTS CRM-system was created to ensure real-time updates to information about client's products and services.




BOND STREET



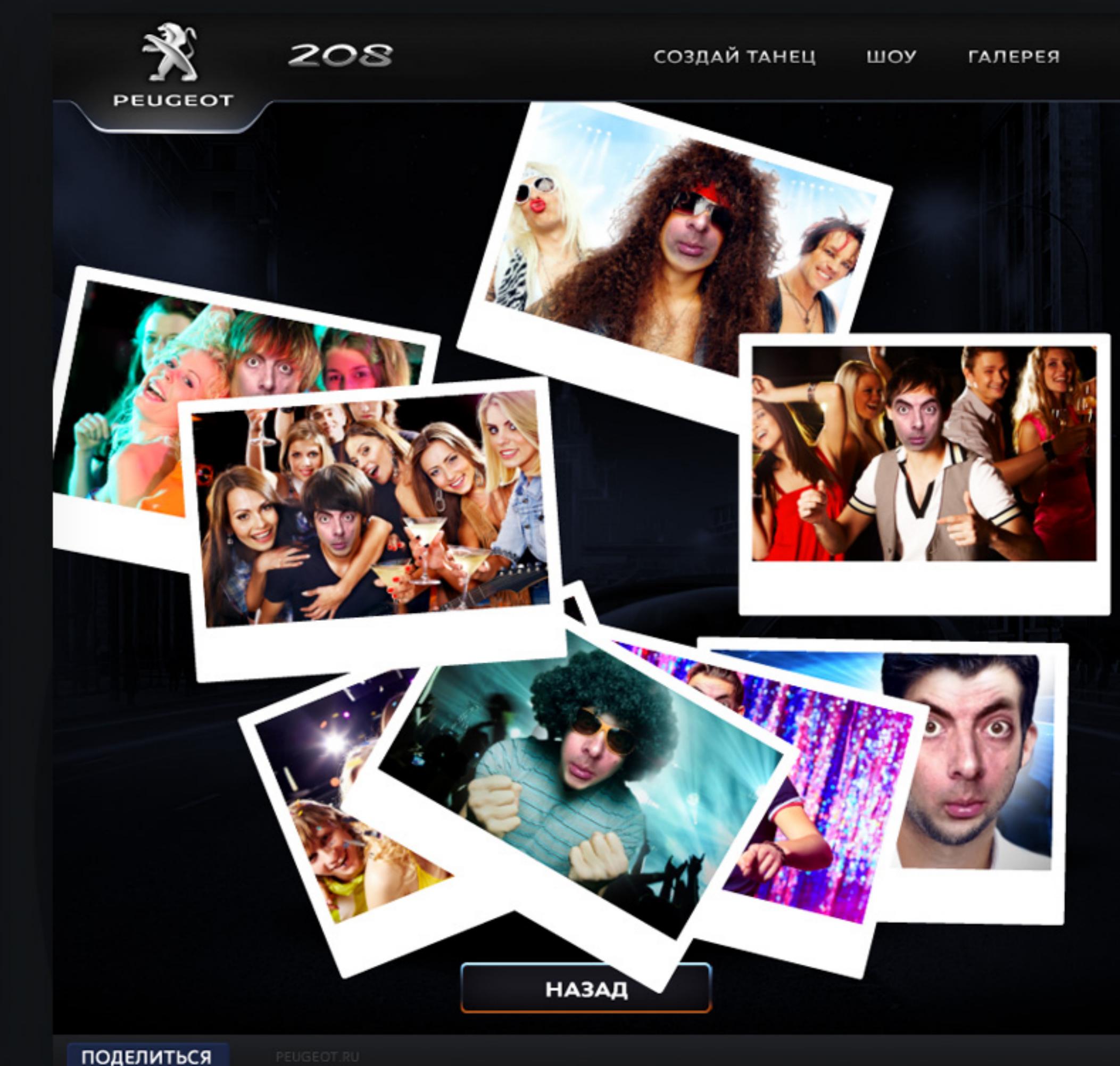
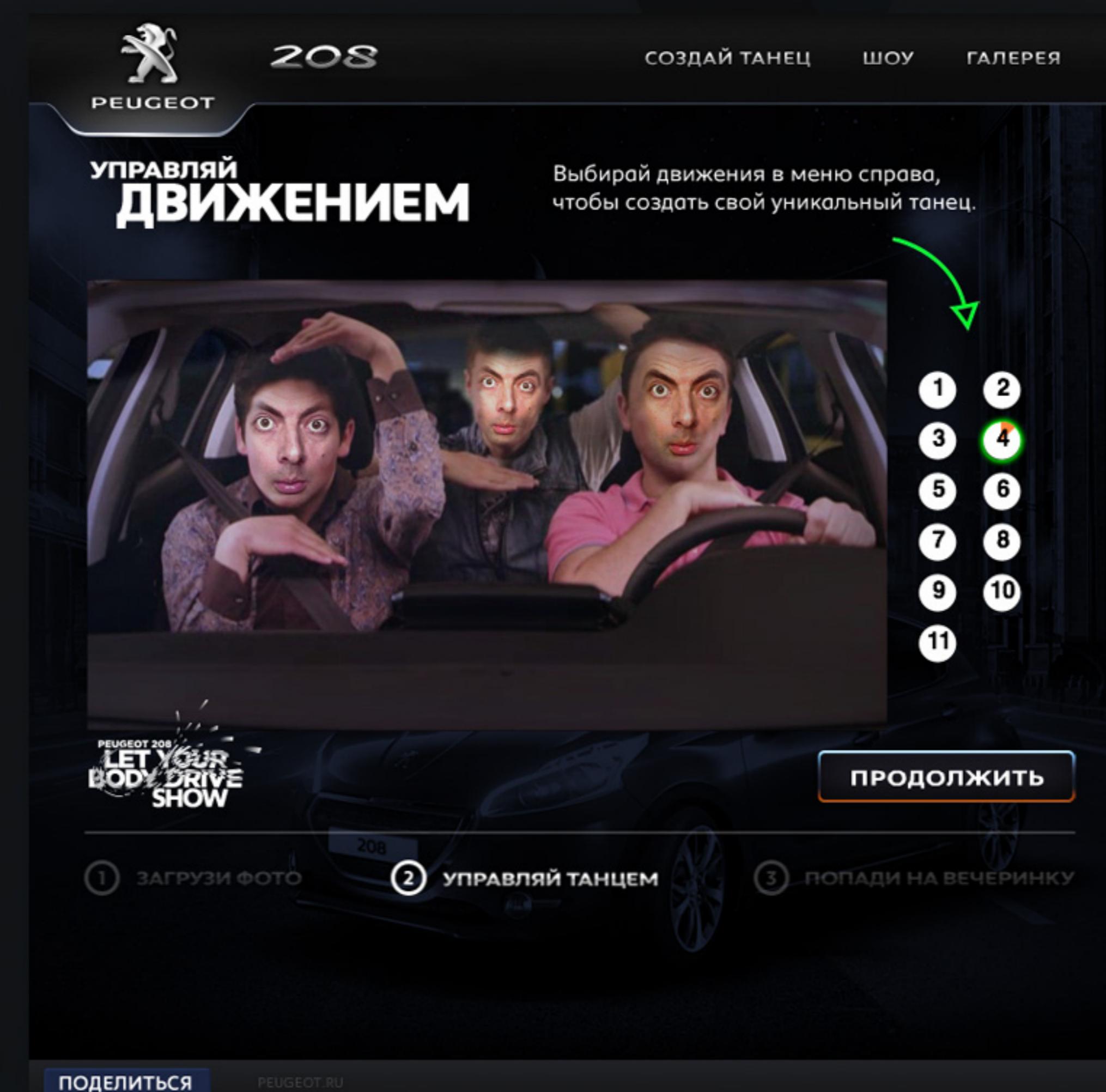
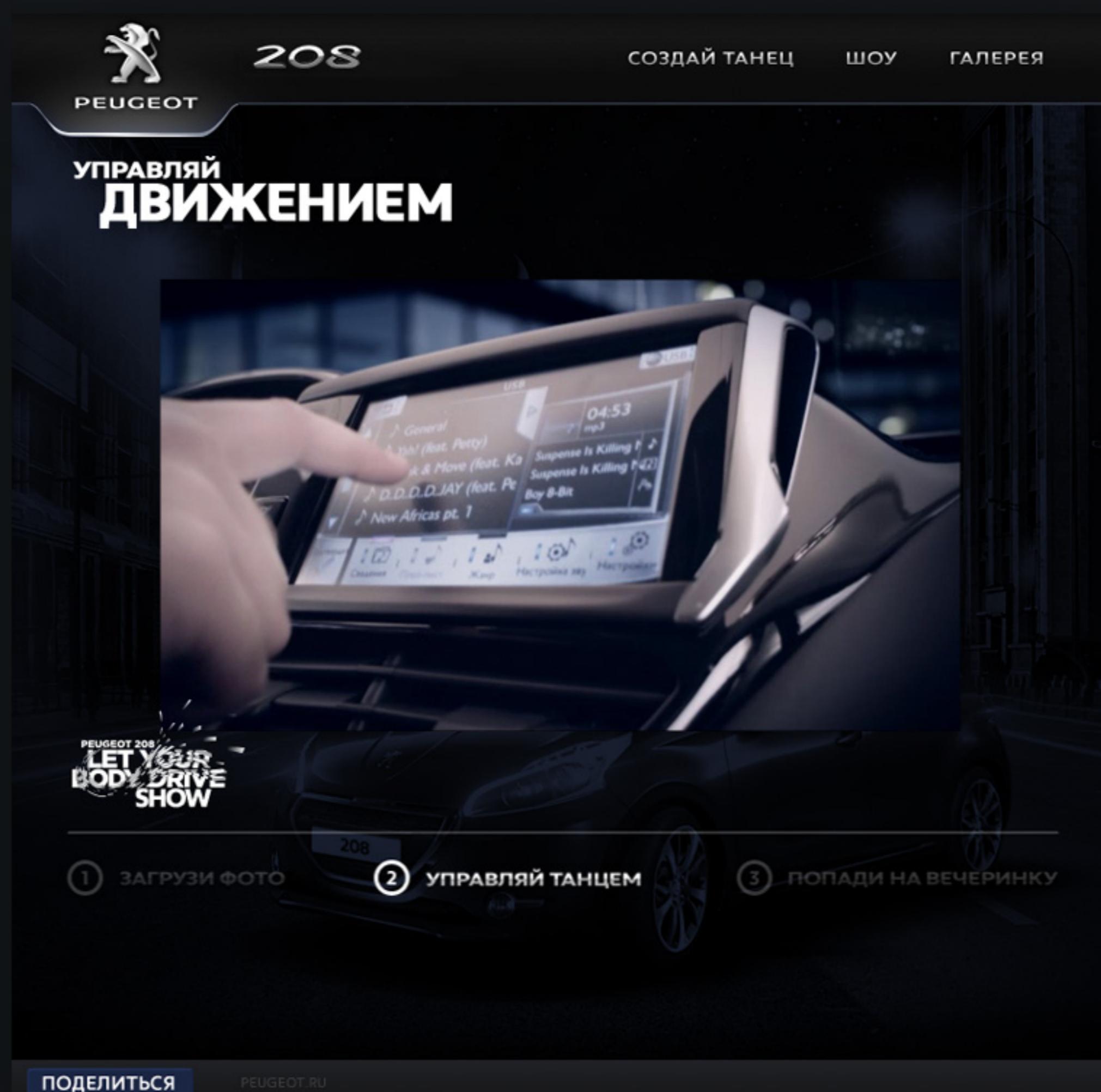
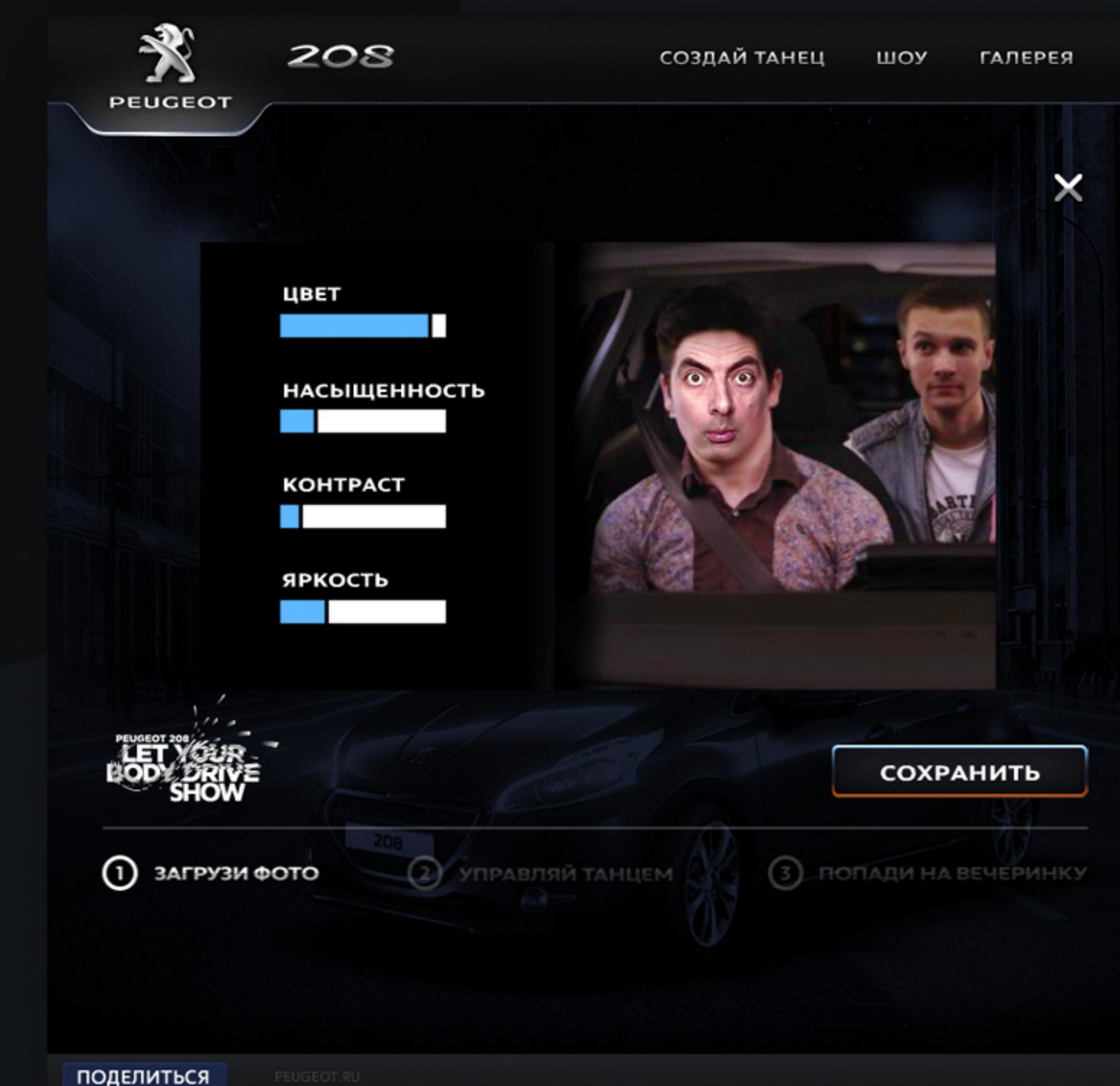
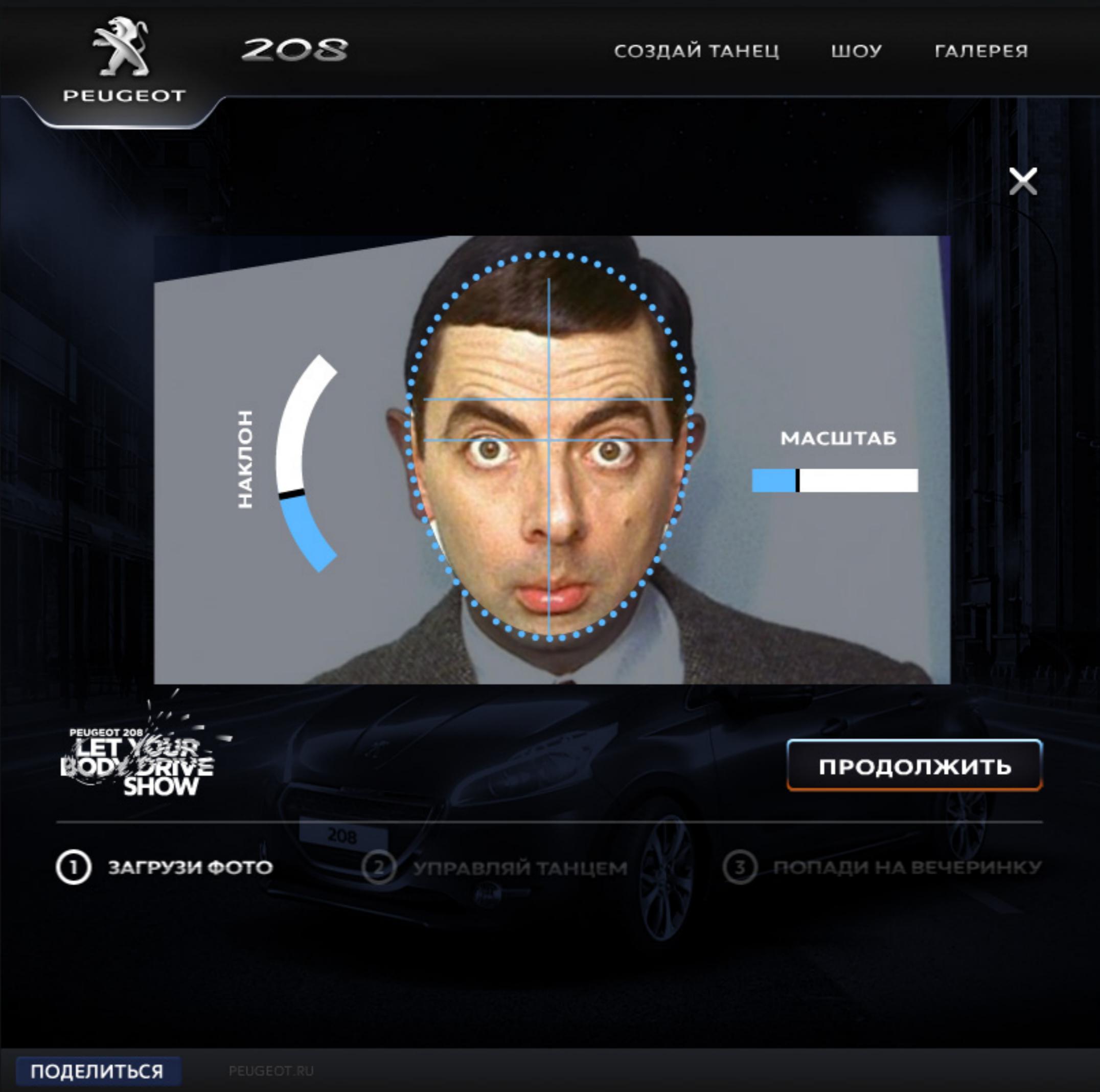
Bondstreet.ru is an online platform for Bond cigarette smokers. There are many tightly integrated modules to the website: multiplayer flash-games, a social network module, a chat app, quizzes, an articles section, a whole variety of online contests and special parallax pages with a detailed information of the product.

If you look under the hood you will find 7 servers closely communicating with each other and also with the brand's global database via API. In addition to the desktop version the website has a separate mobile version.



PEUGEOT 208

Peugeot - LetYourBodyDrive is a social app for the Facebook and VK.com. It is developed as a part of an advertising campaign for a launch of the new Peugeot car - Peugeot 208.

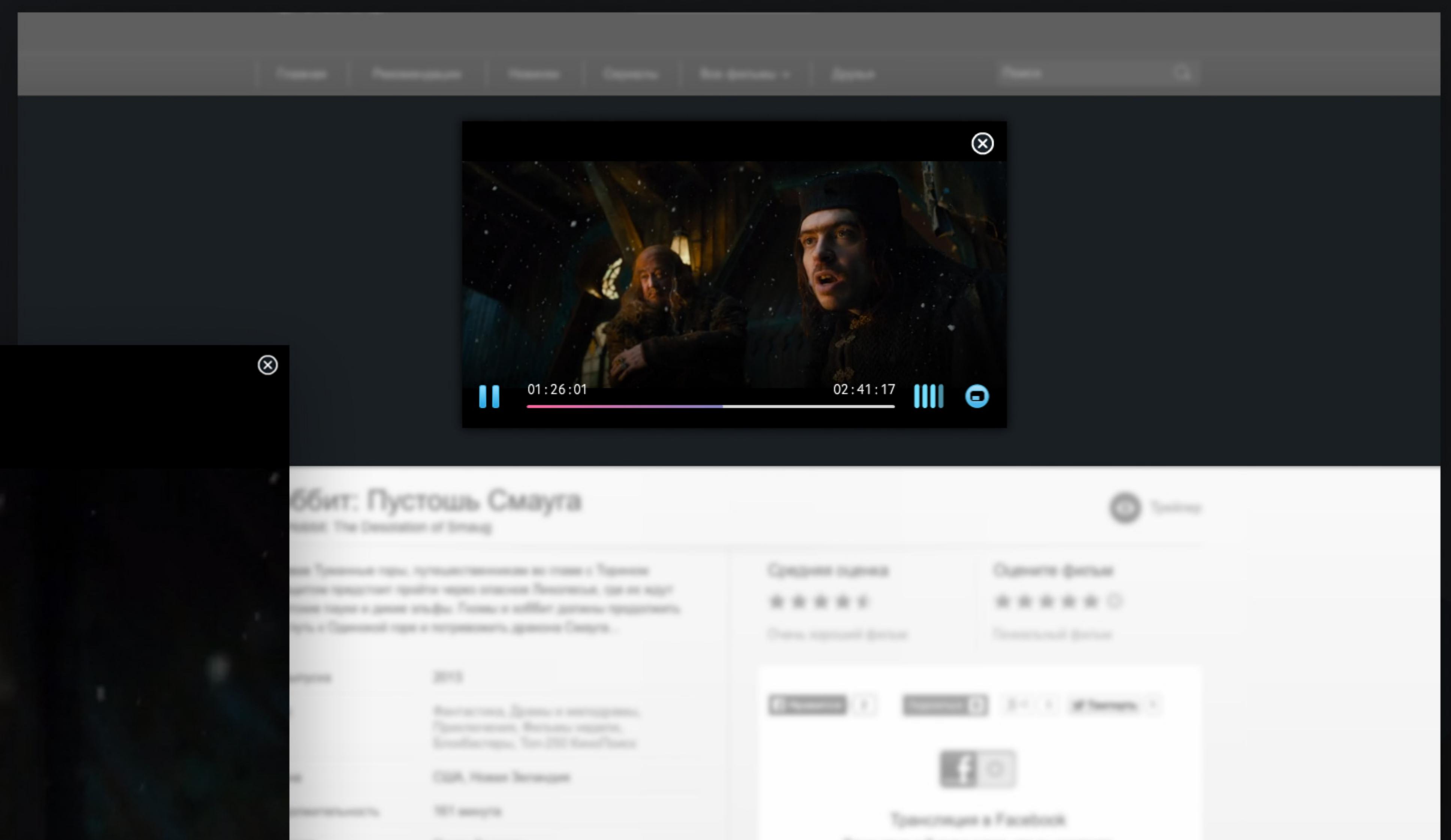
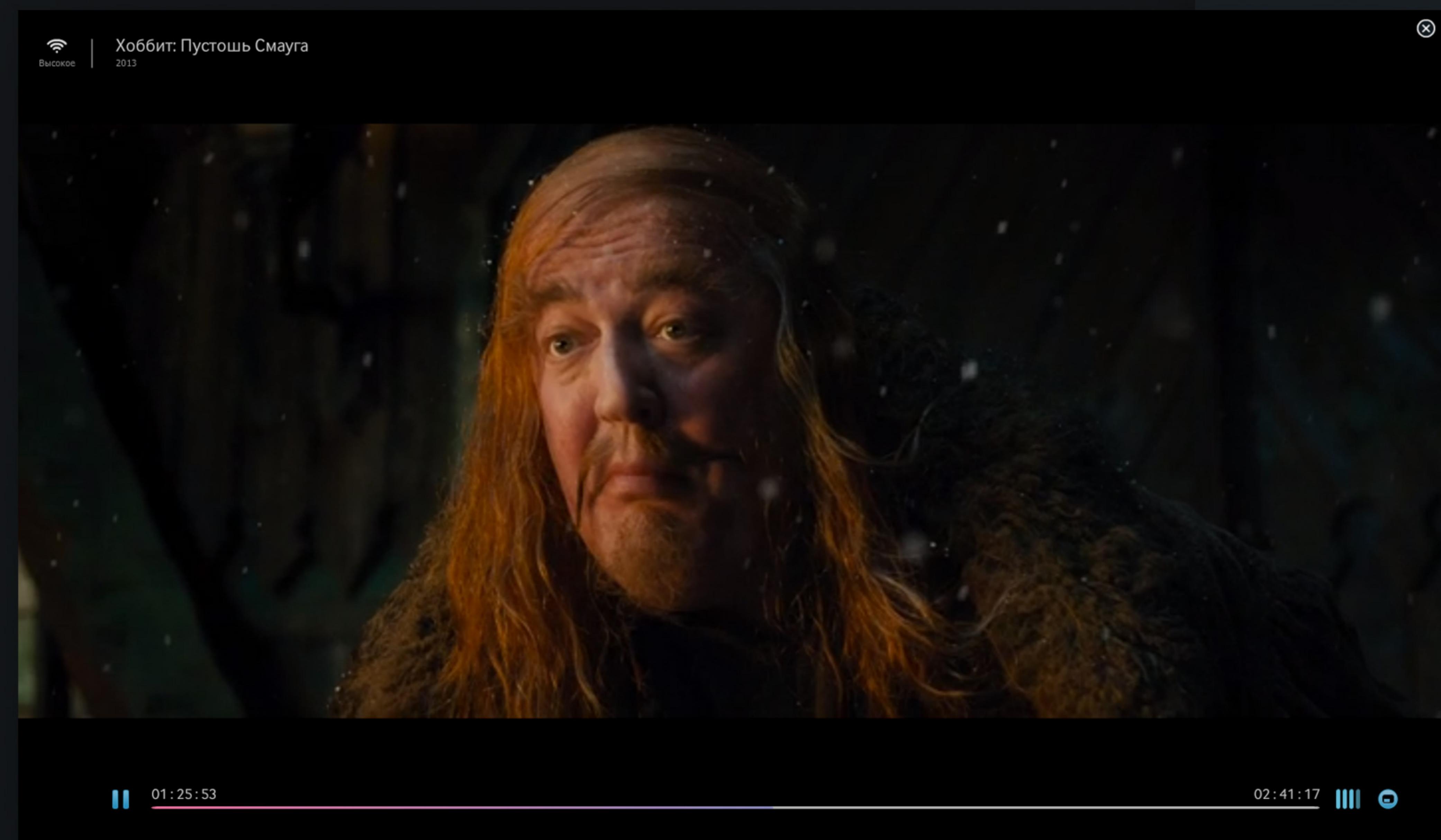
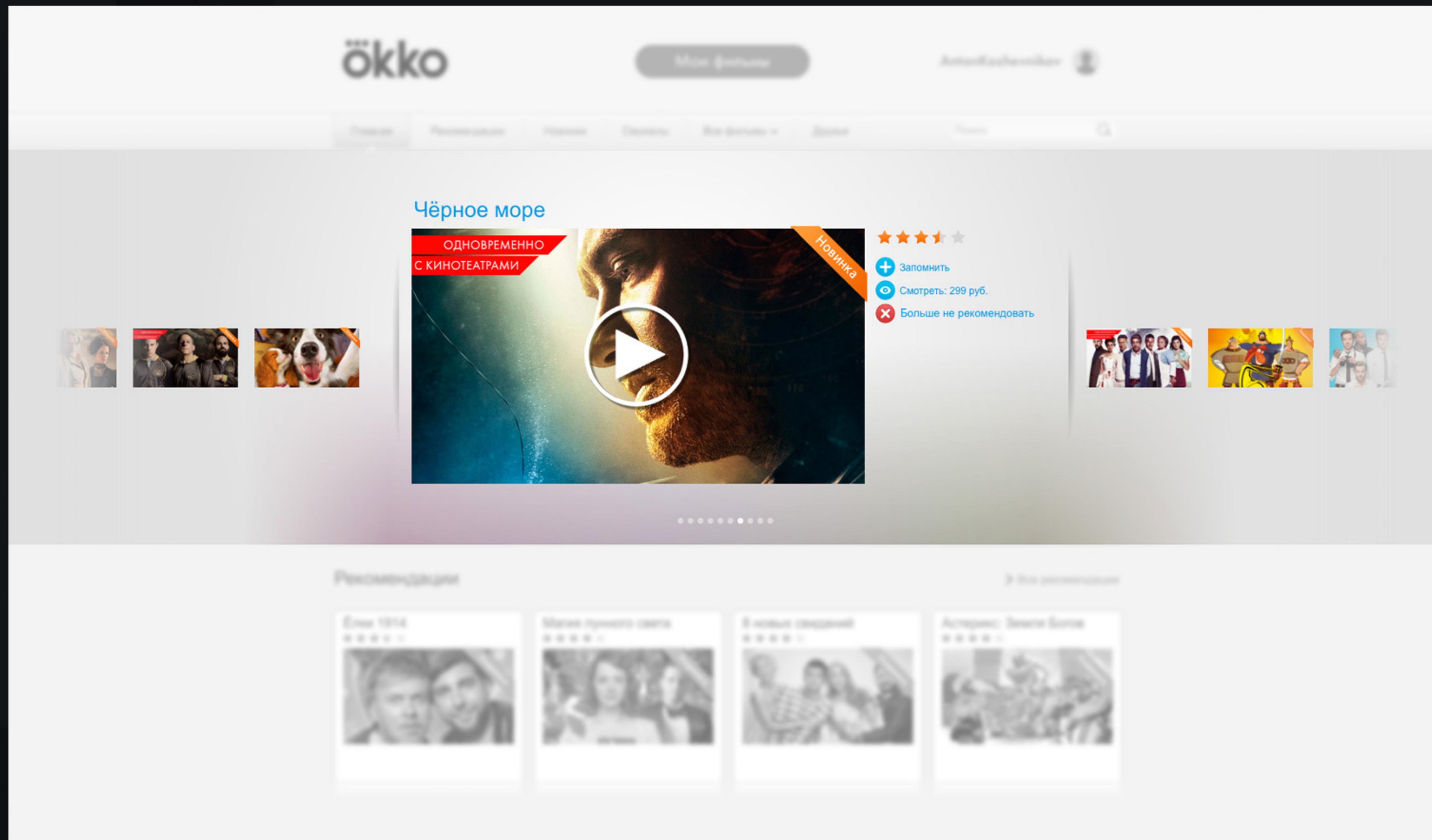


The main focus of the project is an interactive video where a group of friends is driving around a city in a brand new Peugeot 208. The app user can replace faces of the actors in the video with pictures of his friends. Technically this is achieved by a frame-by-frame tracking of main points on the actors' faces and then covering them with photos uploaded by the user.

Another interesting part of the project for Salt & Pepper team was to organize a live stream of the offline launch event that was held in Moscow.

YOTA PLAY

Yota Play (or Okko.tv as of now) is new way of choosing and watching movies on TV or other internet-connected devices.



Salt & Pepper team has developed a video player and movie gallery for the project's web version. These modules are tightly integrated with the other project modules. They are also automatically adjusts to user preferences and habits. Video player supports DRM media protection. It's developed by using Adobe Flash Access 2.0 technology.

SBERBANK'S PRESENTS

'Sberbank's presents' is an interactive website created for the leading Russian bank. The main part of the website is a 3D world where user can interact with the objects within. By the end of the interplay user will (or will not) win prizes.



The main version of the project was to be developed by using Adobe Flash technology as a result of client's desire to reach a wide audience. At the time Salt & Pepper decided to simultaneously develop WebGL version of the website with a goal to enhance a picture quality for Chrome and Firefox browsers by using post processing filters and anti aliasing which were unavailable for Flash.

PRIZE ARENA

'Prize arena' is a promo-website created as a part of all-Russian advertising campaign for three PepsiCo brands: Pepsi, Adrenaline Rush, Lays.

The main landing page features a large image of a hockey player in action. At the top, there's a navigation bar with links like 'СДЕЛАТЬ СТАВКУ', 'ИГРЫ', 'ПРИЗЫ', 'РЕЙТИНГ', 'О ПРОЕКТЕ', 'ФОТОГАЛЕРЕЯ', and 'ЛИЧНЫЙ КАБИНЕТ'. A user profile for 'Anton Kozhevnikov' is shown. A prominent red banner at the top right says 'ГОТОВЬСЯ К ЯРКОЙ ИГРЕ!' (Get ready for the bright game!). Below it, a blue banner encourages users to 'СДЕЛАЙ СТАВКУ И ПОЛУЧИ ВОЗМОЖНОСТЬ ВЫИГРАТЬ 1 000 000 РУБ.' (Place a bet and get the chance to win 1,000,000 RUB.). A digital timer shows '00 : 00 . 00'. A red button below it says 'СДЕЛАТЬ СТАВКУ'. To the right, a black hockey puck sits on the ice. The central area has a blue gradient background with text: 'ДОБРО ПОЖАЛОВАТЬ!' (Welcome!), 'Угадай, когда будет забита первая шайба в финале плей-офф КХЛ' (Guess when the first goal will be scored in the Stanley Cup Final), and 'ВЫИГРАЙ 1 000 000!' (Win 1,000,000!). Below this, there are three sections: 'Попробуй угадать свой выигрыш: забей шайбу перед главным матчем сезона!', 'Зови друзей, собирая команду чтобы заработать больше шансов на победу', and 'Вводи штрихкоды с продуктов Pepsi, Lays и Adrenaline Rush и получи больше попыток сделать ставку'. Logos for Pepsi, Lays, and Adrenaline Rush are at the bottom. A 'ПОЛЬЗОВАТЕЛЬСКОЕ СОГЛАШЕНИЕ' link and a 'ПРИГЛАСИТЬ ДРУГА' button are also present.

Users play games on the website and compete for prizes. The challenging part for Salt & Pepper was to develop 9 flash/unity games with complex animations and to integrate them with PepsiCo CRM platform

Three screenshots of mini-games from the Prize Arena website:

- Аэрохоккей (Aero-Hockey):** A screenshot showing a can of Adrenaline Rush on the left and a smartphone displaying a game interface on the right. The interface shows a score of 2-0 and a button labeled 'НЕГАТИВ' (Negative).
- Ледяная дуэль (Ice Duel):** A screenshot showing a can of Pepsi on the left and a smartphone displaying a game interface on the right. The interface shows a score of 0-0 and buttons for 'ИГРАТЬ' (Play) and 'ПОДСКАЗКА' (Hint).
- Поймай Адреналин (Catch Adrenaline):** A screenshot showing a can of Lays on the left and a smartphone displaying a game interface on the right. The interface shows a score of 0-0 and buttons for 'ИГРАТЬ' (Play) and 'ПОДСКАЗКА' (Hint).

A collage of game interfaces from the Prize Arena website, featuring various mini-games:

- Один против всех (One against all):** Shows a can of Adrenaline Rush.
- Аэрохоккей (Aero-Hockey):** Shows a smartphone displaying the aero-hockey game.
- Игра Змеяка (Snake Game):** Shows a smartphone displaying the snake game.
- Ледяная дуэль (Ice Duel):** Shows a can of Pepsi.
- Поймай Адреналин (Catch Adrenaline):** Shows a can of Lays.
- Горячий лед (Hot Ice):** Shows a character wearing a yellow jacket.

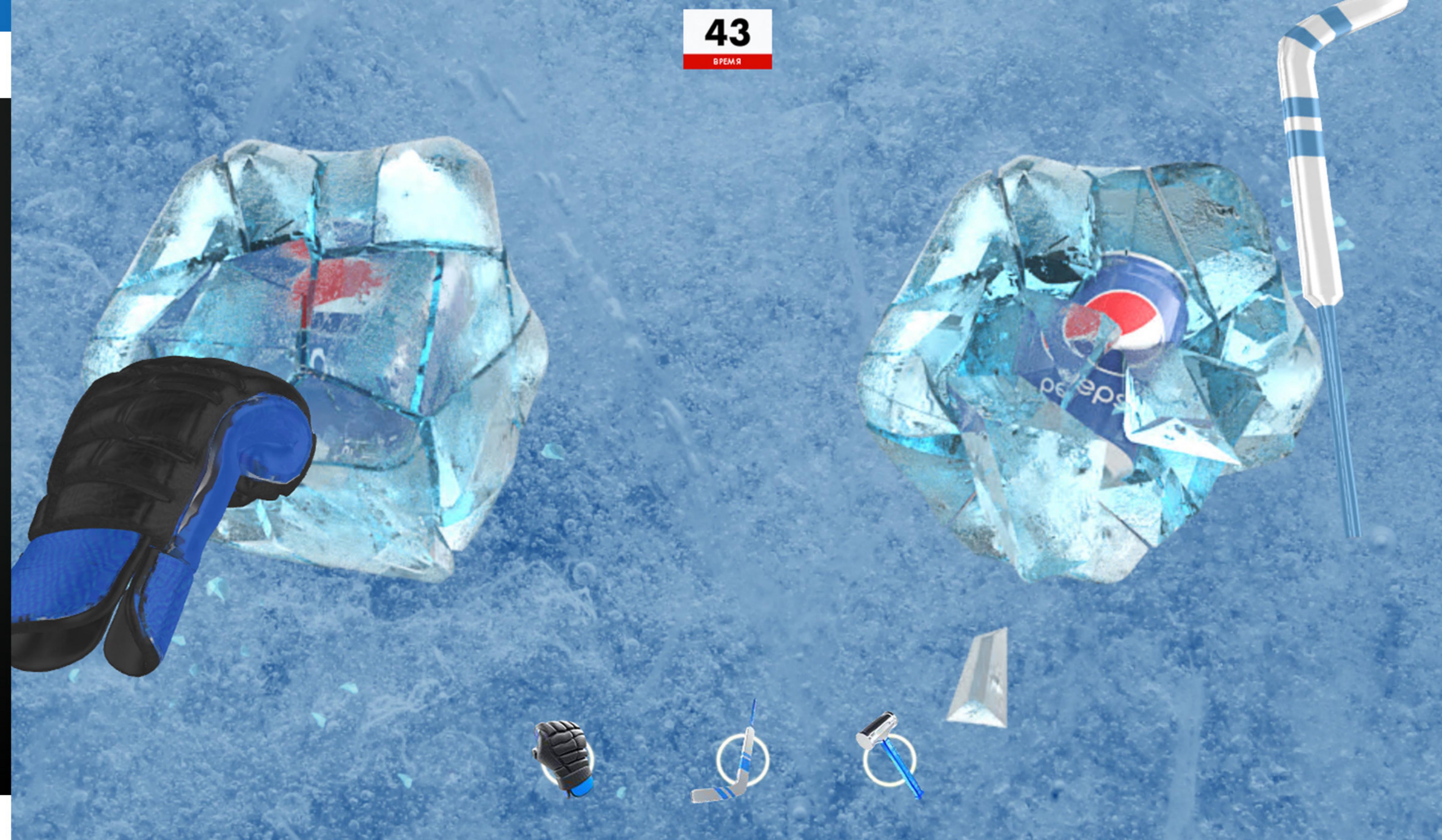


АЭРОХОККЕЙ

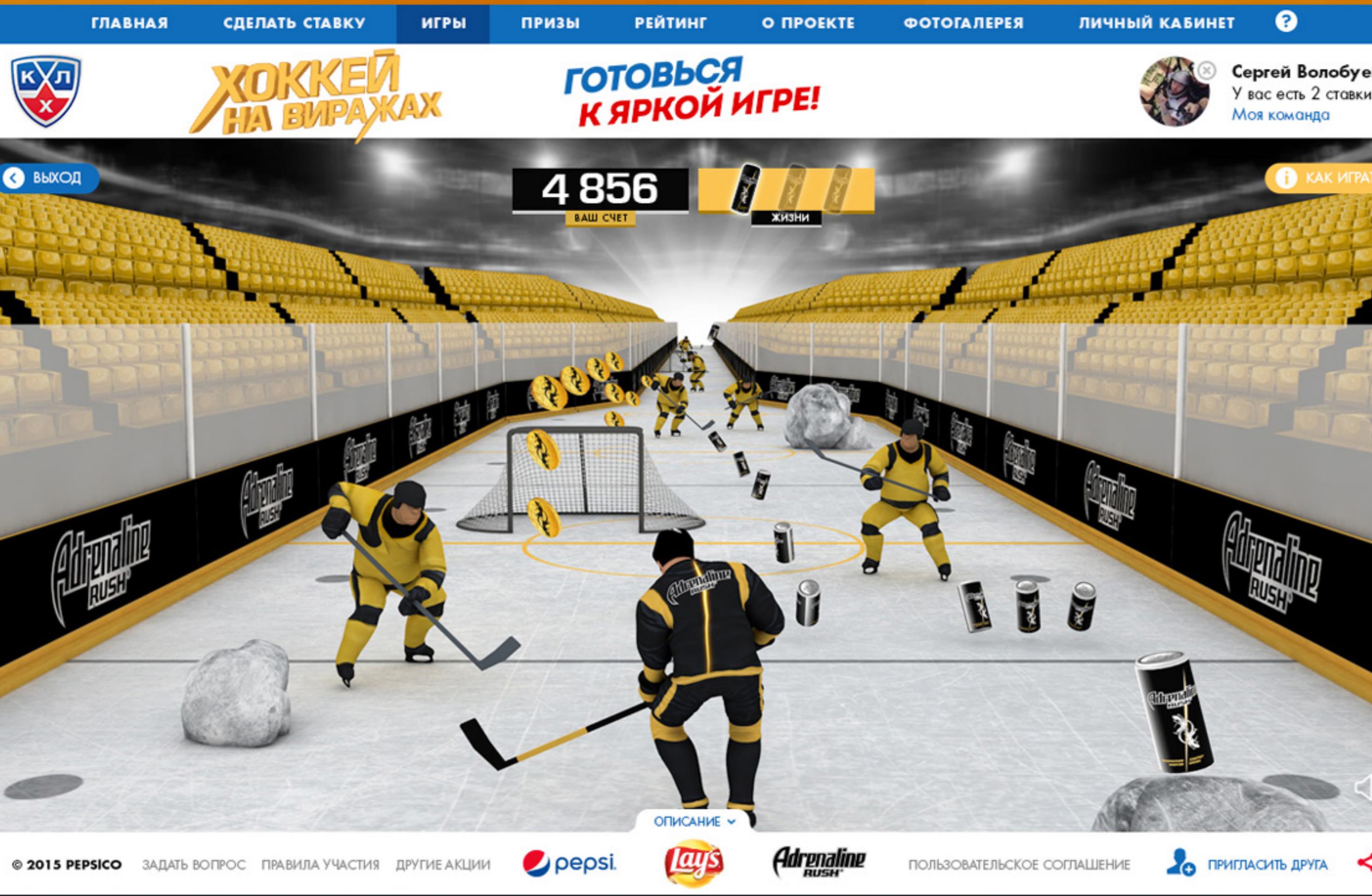
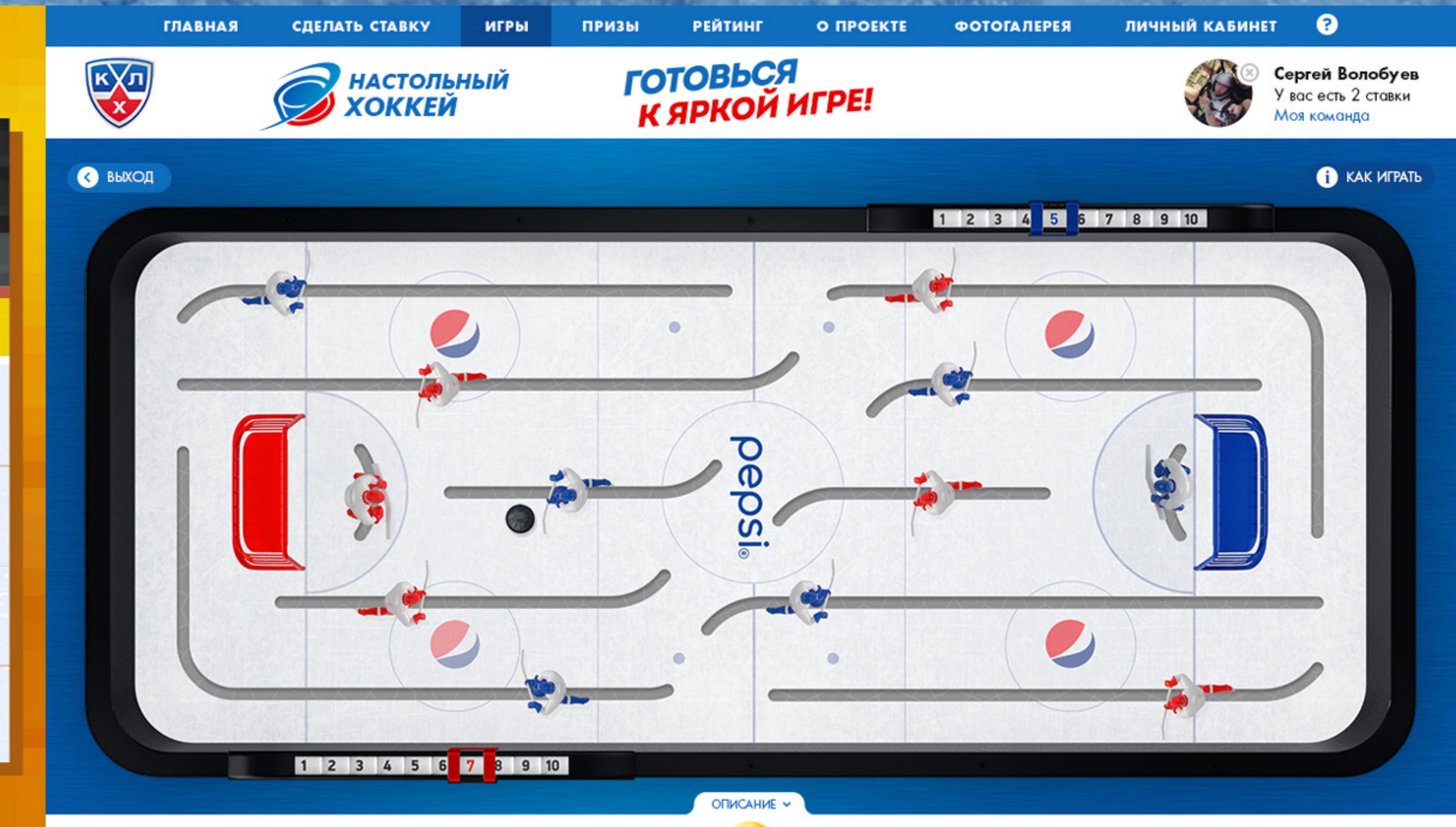
ГОТОВЬСЯ
К ЯРКОЙ ИГРЕ!

Anton Kozhevnikov
У вас нет ставок
Моя команда


43
ВРЕМЯ



© 2015 PEPSICO ЗАДАТЬ ВОПРОС ПРАВИЛА УЧАСТИЯ ДРУГИЕ АКЦИИ pepsi Lays Adrenaline RUSH ПОЛЬЗОВАТЕЛЬСКОЕ СОГЛАШЕНИЕ ПРИГЛАСИТЬ ДРУГА



ГЛАВНАЯ СДЕЛАТЬ СТАВКУ ИГРЫ ПРИЗЫ РЕЙТИНГ О ПРОЕКТЕ ФОТОГАЛЕРЕЯ ЛИЧНЫЙ КАБИНЕТ
КХЛ НАСТОЛЬНЫЙ ХОККЕЙ ГОТОВЬСЯ К ЯРКОЙ ИГРЕ!
Сергей Волобуев У вас есть 2 ставки Моя команда
© 2015 PEPSICO ЗАДАТЬ ВОПРОС ПРАВИЛА УЧАСТИЯ ДРУГИЕ АКЦИИ pepsi Lays Adrenaline RUSH ПОЛЬЗОВАТЕЛЬСКОЕ СОГЛАШЕНИЕ ПРИГЛАСИТЬ ДРУГА



Thank you

hello@saltpepper.ru
+7 910 640 05 84
saltpepper.ru

Salt ▲ Pepper