

# The immersive brand experience







Good **design** will encourage interaction.



Evoke an **emotional** response  
and people will never forget.





The OLED



## Lumiblade Living Shapes

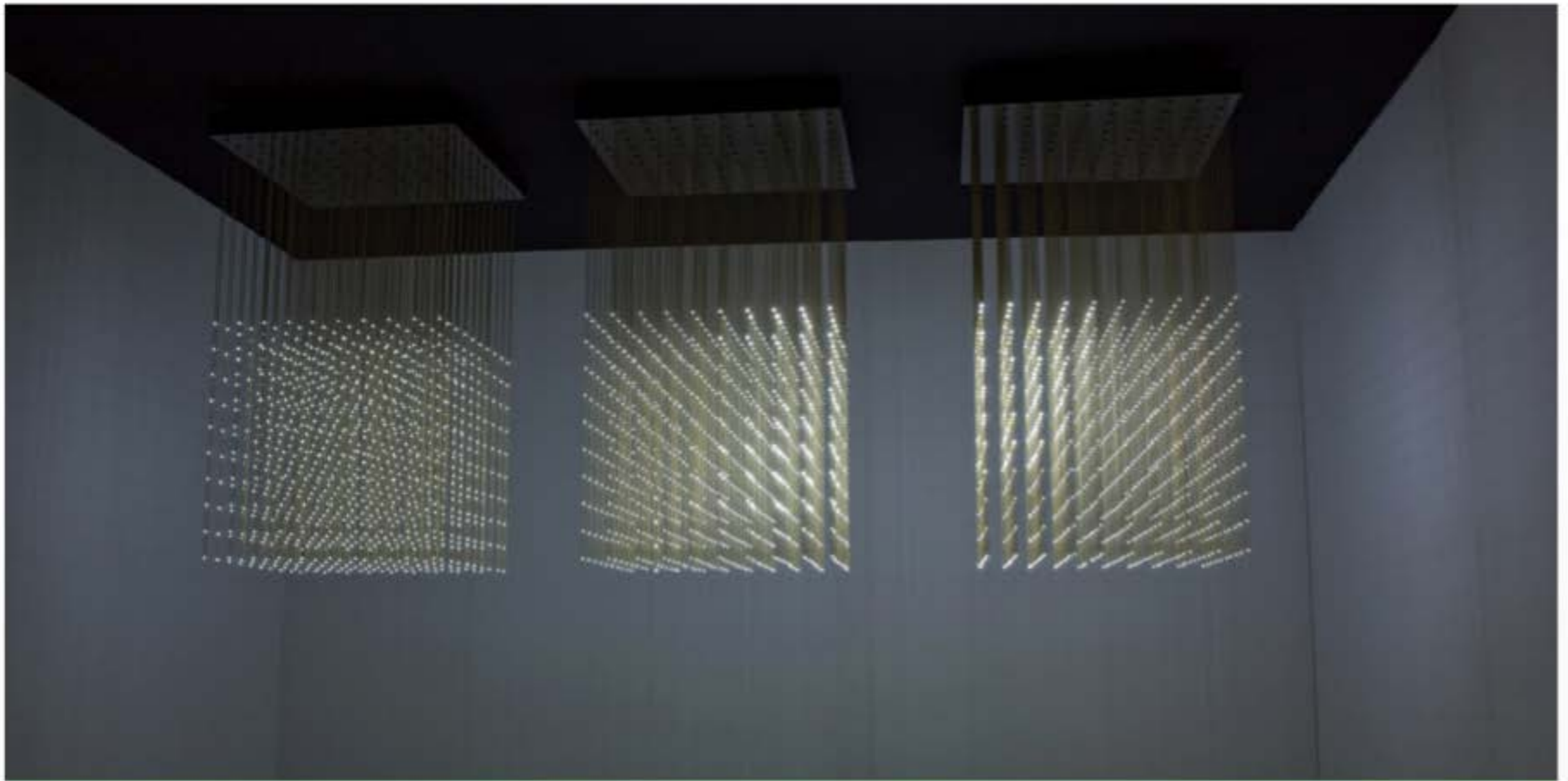
Philips  
rAndom International  
October 2011

immersive brand experiences

17•11•2011

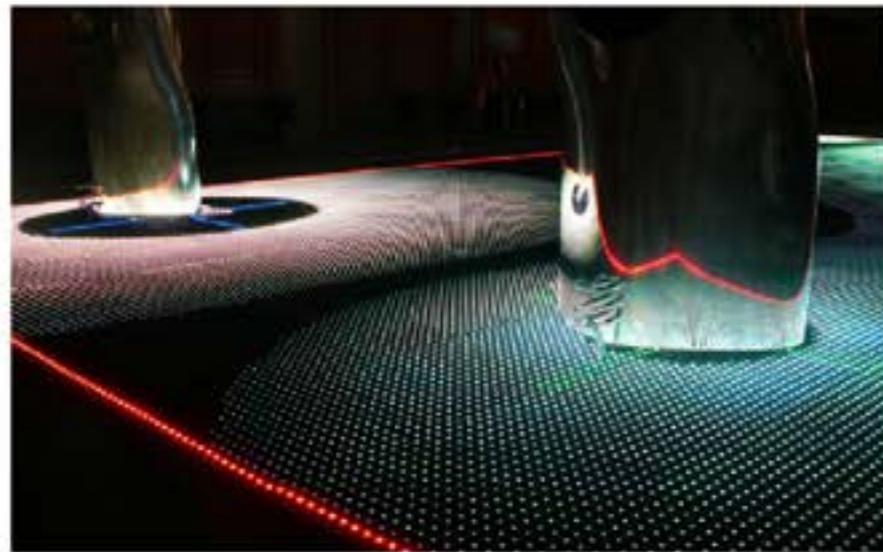


'SWARM LIGHT' BY RANDOM INTERNATIONAL, DESIGN MIAMI / BASEL 2010

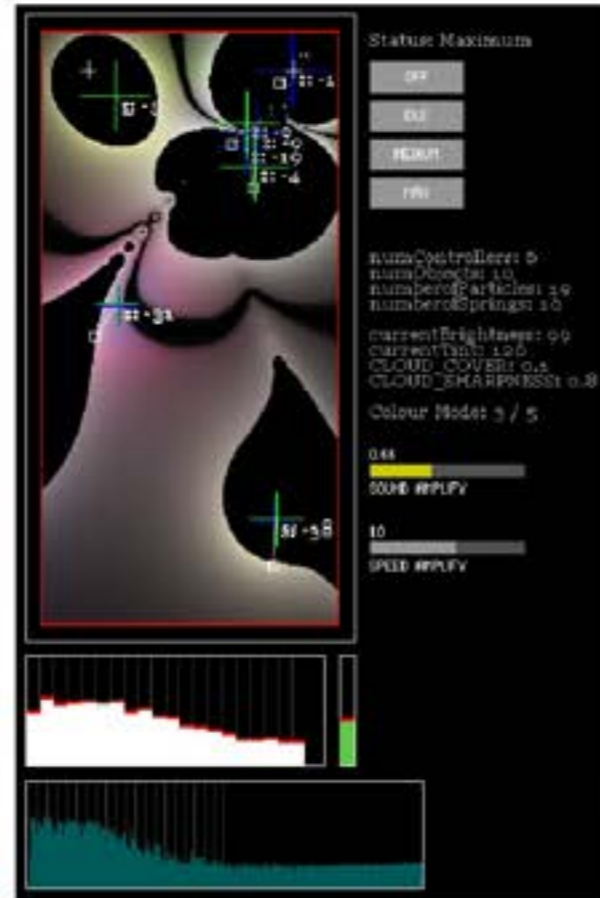




## Project study Kef, Muon Speaker launch in Milano



Client: Lovegrove studio for Kef  
Designer / Artist: Chris O'Shea for  
Moving Brands with Creative Technology



### Technical details

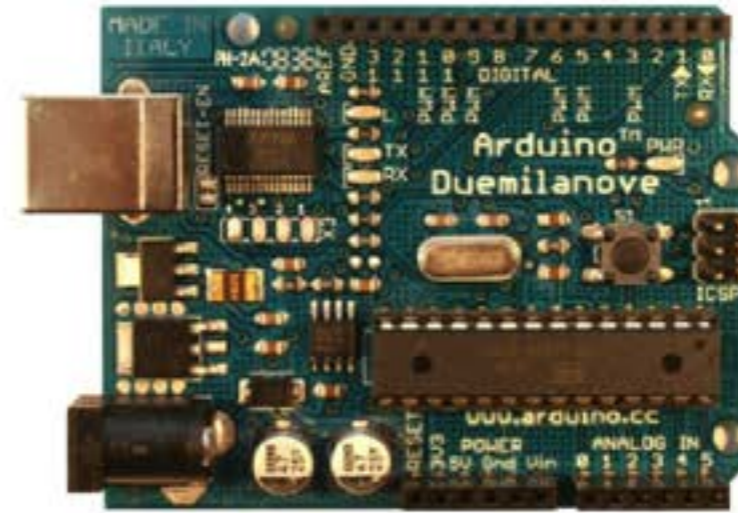
The installation was realised on a giant LED screen built by Creative Technology, containing 73,728 full colour LEDs over a 10 x 5 metre floor, using the Barco MiTrix system.

Created entirely in Processing, using libraries ESS, traer physics, toxi.geom and (during debug) controlP5.





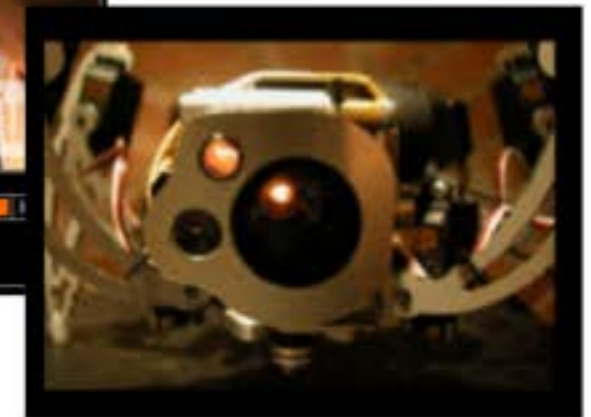
# HACKERS LEDs and ROBOTS





*Wiki says...*

**Arduino** is an open-source single-board microcontroller, designed to make the process of using electronics in multidisciplinary projects more accessible.





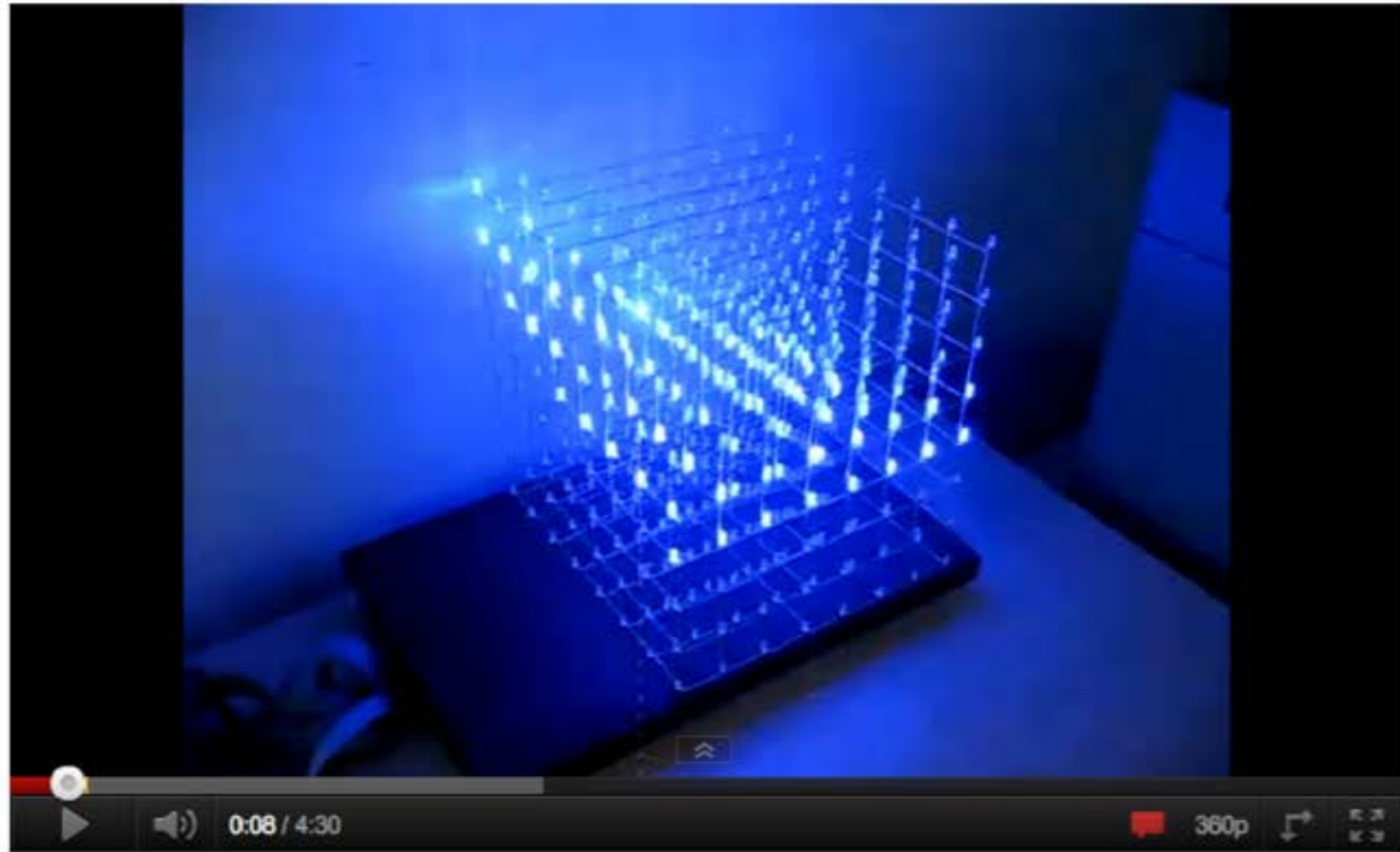


## Project Blinkenlights, rewind to 2002 in Paris





# LED Cube 8x8x8



Like Add to Share

1,422,299

Uploaded by [chrmo](#) on Jan 1, 2011

Project page: <http://www.instructables.com/id/Led-Cube-8x8x8/>

5,230 likes, 33 dislikes

Artist: [Absorb Projects](#)





Project study  
**Curtain Call** at The Round House



**Sean Simone project partners:**

Blitz  
Electrosonic  
Creative Technologies  
Prime Focus 3D  
Onsight  
The Hackspace  
Microsystems





Japanese designers

# Tokujiin Yoshioka & Naoto Fukasawa



wall-hung CD player for muji, 1999

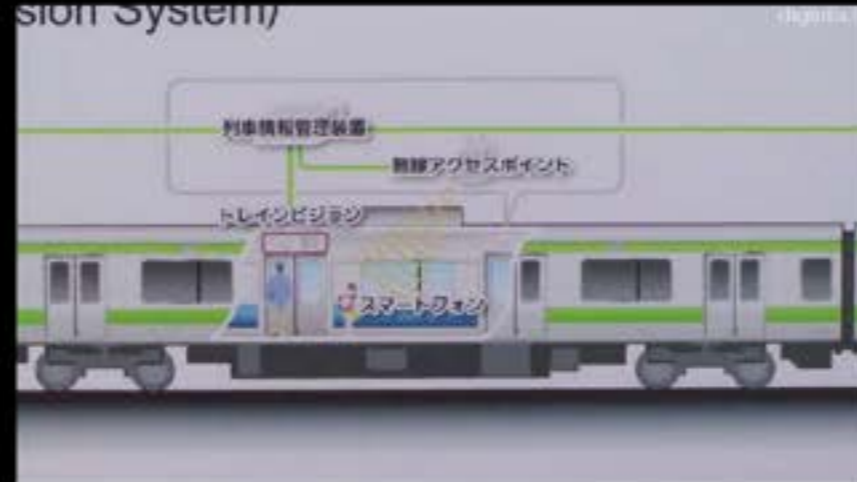


'InfoBar', a mobile phone for KDD/IAU.



LED watch





At this show, we're testing whether the service has value as an advertising medium.



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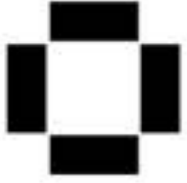


This is a completely closed WiFi environment in a train.



# Yamanote Train Net, Tokyo October 2011



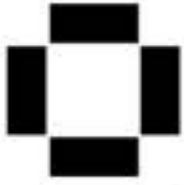


**PROXICASTING**

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