



SCION

US Car Show Exhibition

CLIENT

Scion's creative Agency JUXT came to nsquared with a unique and exciting interactive concept for the car company's 2012 US car show exhibits. It needed to be loud, exciting, surprising and fun in order to win the crowd's time and attention. With Microsoft Surface, the job was easier, but to make the high volumes of rich content come to life reliably took some serious tweaking and experience. The end result stole the show!

CHALLENGES

[1] Must be loud and exciting.

[2] A back up solution was needed incase physical cards ran out.



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SOLUTION

The Scion experience was delivered at all the big auto shows in the USA in 2012. The experience consisted of four interactive tables, each table could support multiple people interacting and exploring the Scion range of vehicles. Physical cards were handed out at the event to attendees, when an attendee placed a card on the table an interactive experience was triggered. Turning the card over triggered a different experience. There were eight different types of card available throughout the Toyota/Scion area at the auto show and each card represented a different vehicle and interactive experience.

In the case of cards running out an alternative virtual card experience was made available for guests as well.

This project was built using WPF/XAML and a local content management system.

BENEFITS

[1] Tangible interaction left a lasting mark on potential customers

[2] Powerful imagery promoted Scion's brand identity.

[3] Visitors who kept the cards were far more likely to make contact well after the event.

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Scion - The Scion Experience