



**experience the third dimension**



eos interactive - experience the third dimension

We provide **Branded Entertainment** because it is far more effective than traditional advertising.

We provide **3D Visualization** because we know how attractive 3D looks.

We provide **Technical Communication** at the highest level because interactive 3D is perfect for presenting complex products and services.

We work with **the best people** in the trade to meet the challenging demands of our customers.

Technology, quality and a sophisticated and harmonious design lead to the best solution.

**For pioneers.**



## Branded Entertainment

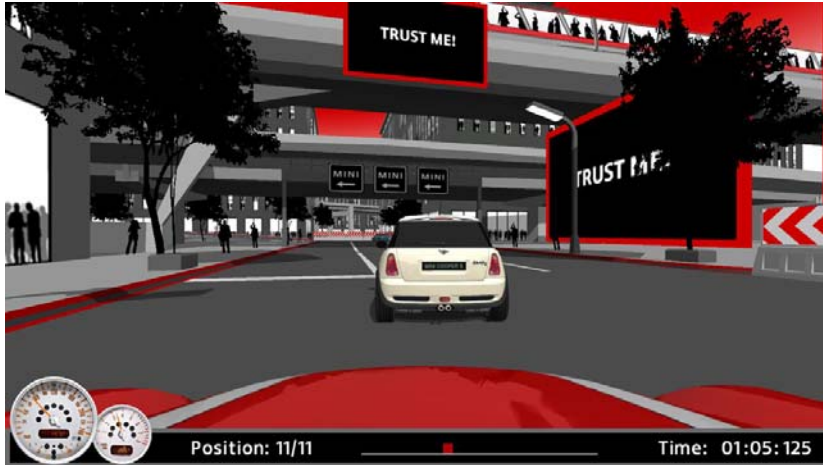


Branded Entertainment is the convergence of advertising and entertainment.

The brand will be presented in an ideal context as part of the interaction. Branded Entertainment combines the product with relevant content thereby creating a strong brand – customer relation.

eos interactive provides Branded Entertainment at the highest level inspiring the customer to experience the product.

For pioneers.



## Project

eos interactive developed a multiplayer racer for two players and eleven artificial opponents as an exhibit for BMW's MINI at international trade shows – sheer racing pleasure through Kart controls.

Easy to learn, hard to master – this is the fundamental principle of the game. With its easily accessible interface and an adaptive level of difficulty, this multiplayer game triggers the competitiveness of every user.

The strong design of the brand is vital for MINI's unique role in the market. The challenge was to transport the CI into a virtual and interactive environment without neglecting the principles of game design. This was successfully achieved by a close communication with the MINI brand managers.

The colors, the booming metropolis, the architecture – everything in this world is MINI.

The Kart feeling – longer, wider, lower - being the role model for the MINI, is implemented by the hardware interface, the direct steering and the chosen perspective.



## 3D Visualization



Dreams come true with 3D Visualizations – experience the third dimension.

With 3D Visualizations the impossible can be achieved and the future can be visualized. Three dimensional images, motion pictures, animated graphics and virtual camera flows can be generated from scratch or from CAD data.

Products are put into perspective, it is possible to virtually visit structures yet to be built or to illustrate the inside of a human body.

**For pioneers.**



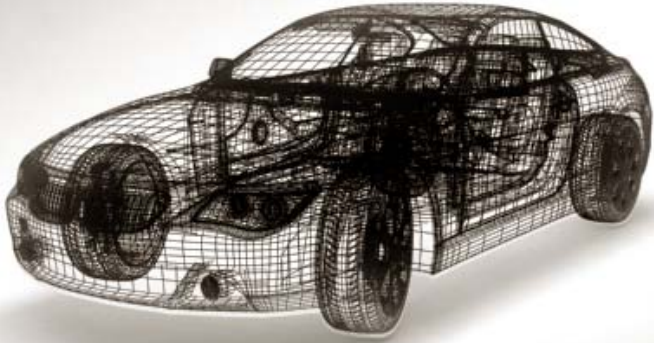
### Project Luce<sup>2</sup>

For the product launch of the Luce<sup>2</sup> light module of the company Axxis Designers & Marketiers GmbH the light modules have been illustrated in 3D and have been perfectly integrated as a wall of light in the cyberspace.



### Project New York City Real Estate

In order to visually experience buildings and interior decorations all over the world various views have been presented in 3D for New York Real Estate.



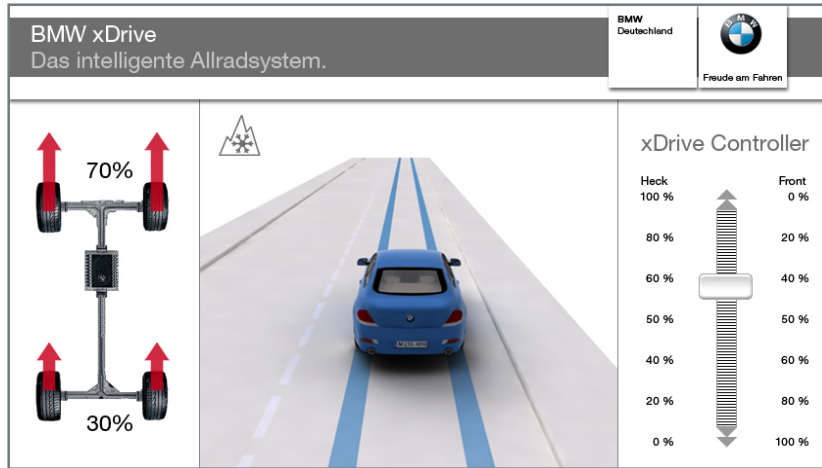
Technical Communication is knowledge transfer at the highest level.

eos interactive presents products in 3D real time by using highly advanced technology and graphics originally developed for computer games.

Knowledge can be experienced.

Brands and products are integrated in an informative setting, Branded Simulation is used to combine information and emotion.

**For pioneers.**

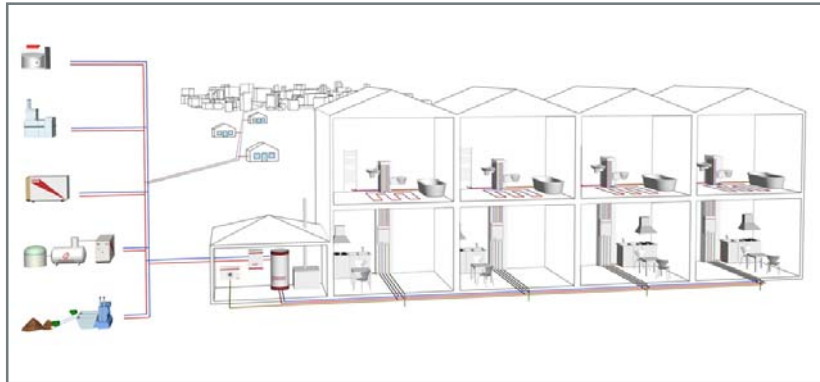


### Project

The pitch of the BMW xDrive for the BMW Welt / Munich required the development of an exhibit which was able to pinpoint technical elements and to make it possible to experience the beneficial value for the customer.

The xDrive is a complex technical component of highest value. It allocates the force to each wheel independently, providing the driver with both speed and stability. This exhibit allows the user to experience this technical feature first hand. During a simulated ride, the system switches into slow motion and transmits the control of the xDrive to the customer. The ideal allocation of force to the wheels is indicated to the user, who attempts to achieve this level of perfection. This is, however, difficult, even in slow motion. Various scenarios showcase how the xDrive system reacts to different road conditions.





### Project

eos interactive presented the range of products of the pewo Energietechnik GmbH in 3D in order to illustrate information and contexts and to simply explain the complex world of asset development.