



Nokia Interactive Road Show, India

2008

:: The Project

Nokia India launched the N78 mobile handset in cities across India. In Delhi and Mumbai, the launch is in the form of an **experiential road show** with temporary exhibitions being set up in four malls over four weekends.

The key concept to be conveyed from the experience is that the hand set **'joins different features'** together to give interesting possibilities to the user.

Location tagging feature (photo + gps tagging + uploading) called **'maphotonline'** and real-time video editing feature (video + editing + uploading) called **'videonlinediting'** are two main keywords to be communicated. Another important component of the road show is to enrol people for a competition.



:: Fusion Experience

This installation, made through an **augmented soft-board**, is to convey the concept of **fusing and joining** to the visitor.

Here he is asked to choose two polaroids from one part of the soft-board that has various polaroids from six **different passions** hung on. He then hangs the **two chosen** 'passion' polaroids on another section of the soft-board and hangs the blank polaroid, received on registration, in the middle of these two polaroids.

As these three polaroids fall in place, the two passion polaroids move with a long impressive trail, virtually, on the soft-board and together enter the blank polaroid kept in the middle. A hand appears in this third polaroid and throws out two paper balls that open up and reveal polaroids within that display a **fusion of both** the chosen passions. The hand then disappears with the paper balls.

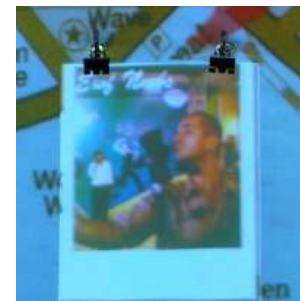


:: Demo experience

The visitor then carries the blank polaroid, that now has his fusion stored within, to the next space where he is informed about **the features of the hand set**.

He is asked to hang his 'fusion' polaroid on the city map over the location of the mall, within which he is standing. Upon doing so he sees his photograph appear on the blank polaroid with his name and his two chosen passions from the previous installation appear below his photograph.

The map then zooms out along with his photograph pinned on and enters an animated cell phone while another city map, that appears along side, displays a trail of balloons that mark **different places within the city which he will find interesting** for the two passions he chose to fuse. These results **illustrate the possibilities offered** by the hand set. After this the handset is demonstrated and explained.



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The visitor then carries the blank polaroid to the '**call for entry**' section, where his basic information, given during registration, is retrieved.

The **back end analytics system** we developed also calculates the time the visitor spent within the space and stores the passions he chose to fuse. After this the visitor is asked to fill in more information to participate in the competition, all of which populates our client's marketing database.



:: Highlights

A comprehensive road-show space that gave the visitors of the space - **initiation, information, and purchase preferences** - regarding the new N-78 launched.

Simultaneous launch in two cities.

Single night setup at 8 different malls in the two cities.

The Nokia stall received a 'direct' footfall of **3877 Quality Contacts within 24 days**.

One visitor **every 3 minutes**.

Average time spent within space **5.4 minutes**.

Successful **comprehensive database collection** of interest and preferences for 1300 Quality Contacts.



About Experiential Design Lab

:: Who We Are

Experiential Design Lab is a **bi-national design consultancy firm specialized in experience design, implementation and strategic innovation**. With a presence in Milan, Italy and New Delhi, India, Experiential Design Lab's central objective is to design meaningful and innovative user experiences. The design processes we use are people centered and our tools focus on targeting the various senses in rhythm, to achieve wholesome and meaningful results.

Experiential Design Lab is **specialized in turnkey solutions**. From complete brand experience and consumer experience strategies to products, places and services we design, swinging between functional, immersive and multi-sensory user participation. The company has **a combined experience of over 10 years in the world of interactive experiences** and has successfully implemented projects in the realms of events, exhibitions, museums, retail, products and service segments, working for clients such as Telecom Italia, Nokia India, Barilla, Suzlon, Saatchi&Saatchi, British Council India and more.

Experiential Design Lab is supported by **a wide, highly qualified and recognized network of partners**, ranging from architecture, product engineering, electronics engineering and production, design-research, software design and engineering, video making and motion graphics, business analysis.

Experiential Design Lab founder members have quite a solid track record. The two company ideators, **Giovanni Cannata** and **Anurag Sehgal**, have exhibited their work internationally, such as Index Exhibition Copenhagen, Salone del Mobile Milano, presented at various conferences such as SIGCHI and the FICCI Design Conclave, and are award winning, such as Coram Design Award and first price for Creative Enterprise of Milan. The third founder member, **Mustafa Siddiqi**, chief technologist of the company, has been responsible for the co-ordination and engineering of projects such as the Crossing Project, an award winning interactive and multimedia collection of visionary projects (Xerox PARC), and the interactive museum 'Eternal Gandhi' in New Delhi.



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