



# onedotzero:

**onedotzero INJECTS NEW LIFE INTO FESTIVAL  
WITH INTERACTIVE CONTENT**

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**CUSTOMER:**  
onedotzero  
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**SECTOR:**  
Digital Arts  
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**MINDSTORM PRODUCTS:**  
Aurora  
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**BUSINESS VALUE:**

- Greater collaboration with festival-goers
- Enhanced the onedotzero brand and customer experience

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**SHANE WALTER,**  
CEO and Creative Director,  
onedotzero

### **THE VISION: A FESTIVAL WITH A WOW FACTOR**

As a digital arts organisation, onedotzero understands the power of moving images. As well as providing creative direction, production and consultancy services, onedotzero also organises a number of public events.

Over the course of 2009, the London-based organisation will have hosted more than 30 events in locations as diverse as Milan, Moscow and Middlesbrough as part of its onedotzero\_adventures in motion festival.

To help increase the appeal of these events, onedotzero decided to pilot a new approach for the festival's London dates. As Shane Walter, CEO and Creative Director of onedotzero, explains, "Collaboration and the convergence of new ideas with technology is core to every part of our business – from how we work with partners to how we showcase creative material."

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**THE MINDSTORM FACTOR:  
A COLLABORATIVE PLATFORM FOR  
THOUSANDS OF FESTIVAL-GOERS**

To enable greater collaboration at its London festival venue, the company partnered with interactive specialists Mindstorm and so touch. By using a Mindstorm Aurora and a multi-touch application from so touch, onedotzero was able to bring the content of its festival alive.

“We created a collaborative surface that could be used by multiple individuals to view and interact with digital arts content,” explains Shane. “Festival-goers could also view descriptions of different events and send invites to colleagues using a virtual keyboard.”

**THE RESULTS:  
AN INNOVATIVE DIMENSION  
TO A COOL EVENT**

By pioneering interactive surfaces at its London festival, onedotzero was able to engage more directly and dynamically with the thousands of festival goers

Following the success of the London festival, onedotzero is now hoping to make interactive surfaces part of its international events. “Interactive technology has a great future, and helps to bring a visual dimension to the massive volumes of data now available to us,” comments Shane. “Mindstorm and so touch helped us create a real buzz around the London festival and bring digital arts alive for a wider audience.”



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# THE MINDSTORM FACTOR

## **PROVEN TECHNOLOGY:**

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar<sup>®</sup>. All our products are CE certified.

## **QUALITY AS STANDARD:**

We deliver the highest standard of software technology, fantastic graphics, reliable hardware and comprehensive services. Every component of every Mindstorm solution is tested for reliability and safety.

## **INNOVATION:**

We have a dedicated Mindstorm Lab in Germany, and are continually innovating and working on breakthrough technologies. Our product range includes the iBar<sup>®</sup>, Eclipse<sup>®</sup>, Aurora, Vortex, Supercell.

## **GLOBAL NETWORK:**

We have sales partners across Europe, Asia and the US, including Panasonic, which also provides maintenance and POS integration services. We also partner with universities on research initiatives.

**THE POTENTIAL IS YOURS TO HARNESS.**



**MINDSTORM**  
5 Parma House  
Clarendon Road  
London N22 6UL  
United Kingdom

**T:** +44 20 8826 4600  
**F:** +44 20 8888 2520  
[www.mindstorm.com](http://www.mindstorm.com)