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CUSTOMER:
Nokia

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SECTOR:
Telecommunications

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MINDSTORM PRODUCTS:
iBar

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BUSINESS VALUE:
• Increased customer
engagement
• Captured valuable consumer
data
.....

CASE STUDY:

NOKIA

**NOKIA GIVES MOBILE PHONE
LAUNCH AN EDGE**

THE VISION:

Nokia is the world's number one manufacturer of mobile devices by market share and a leader in the converging Internet and communications industries. The mobile phone market is highly competitive, with new technology being released all the time. When Nokia launched three brand new mobile phones it wanted an added wow-factor for its promotional activities.



CASE STUDY: NOKIA

THE MINDSTORM FACTOR:

Nokia France implemented 10 iBars in 10 different French cities simultaneously as part of a country-wide sales and marketing campaign. Using a custom-built application, passers-by were able to download images from the iBar directly to their mobile phones using hand movements.

THE RESULTS

The iBar attracted large crowds to Nokia's 10 promotional stands – more than 20,000 people downloaded images using the technology. The Mindstorm iBar also captured data on the content that had been viewed and downloaded by mobile phone users, which provided Nokia with an insight into consumer preferences.

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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®. 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®, Eclipse®, 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.



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