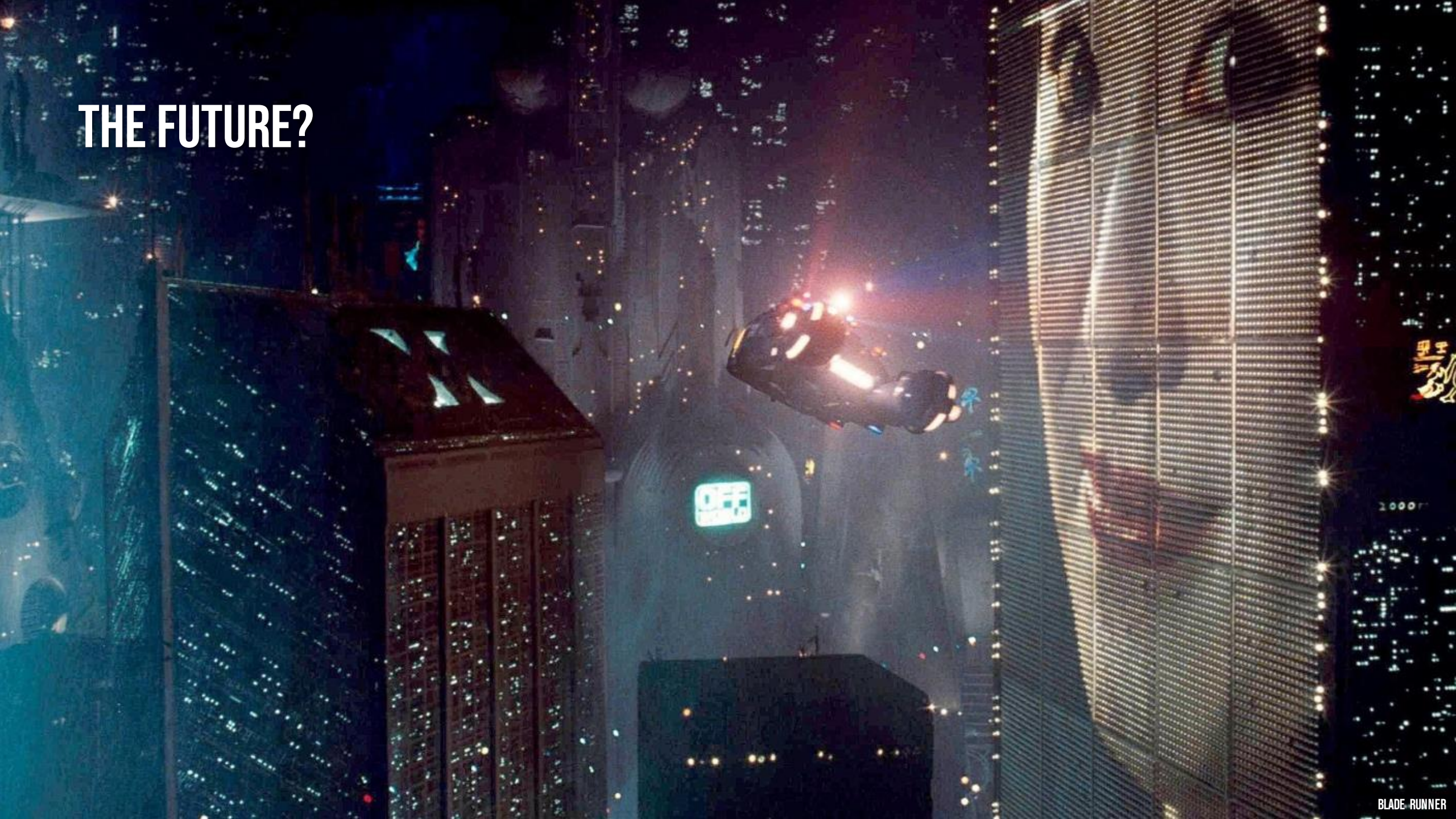
IMMERSIVE DIGITAL EXPERIENCES

CREATING EFFECTIVE EXPERIENCES AT THE EDGE OF PHYSICAL/DIGITAL

BRAD KOERNER

THE FUTURE?



BLADE RUNNER

SOFI STADIUM

BLV
MINORITY REPORT

COOLER SCREENS

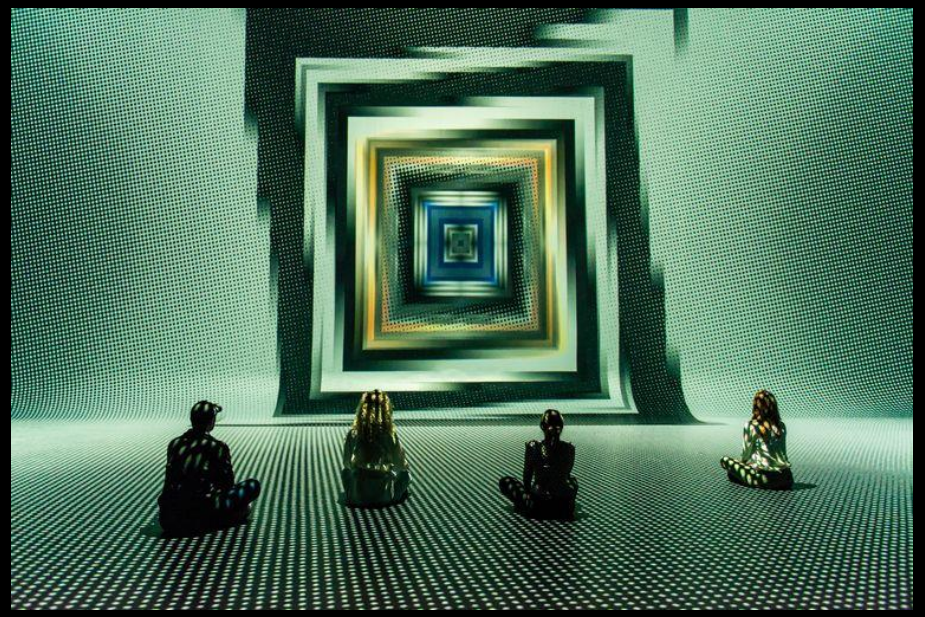
STAR TREK

LUCASFILM

MUSEUM EXPERIENCES

NEW MEDIA ART/GALLERIES

INTERACTIVE ART



LARGE FORMAT

TRADITIONAL THEME PARKS

SPECTACULARS + PROJECTION MAPPING

INNOVATIVE F&B, HOTEL EXPERIENCES

E-TICKETS + LARGE FORMAT PROJECTION

E-TICKETS + DV LED

FLYING THEATERS + SIMULATORS

LOCATION-BASED ENTERTAINMENT

INTERACTIVE GAMES/ROOMS

FRANCHISE ENTERTAINMENT

INSTAGRAM POP UPS

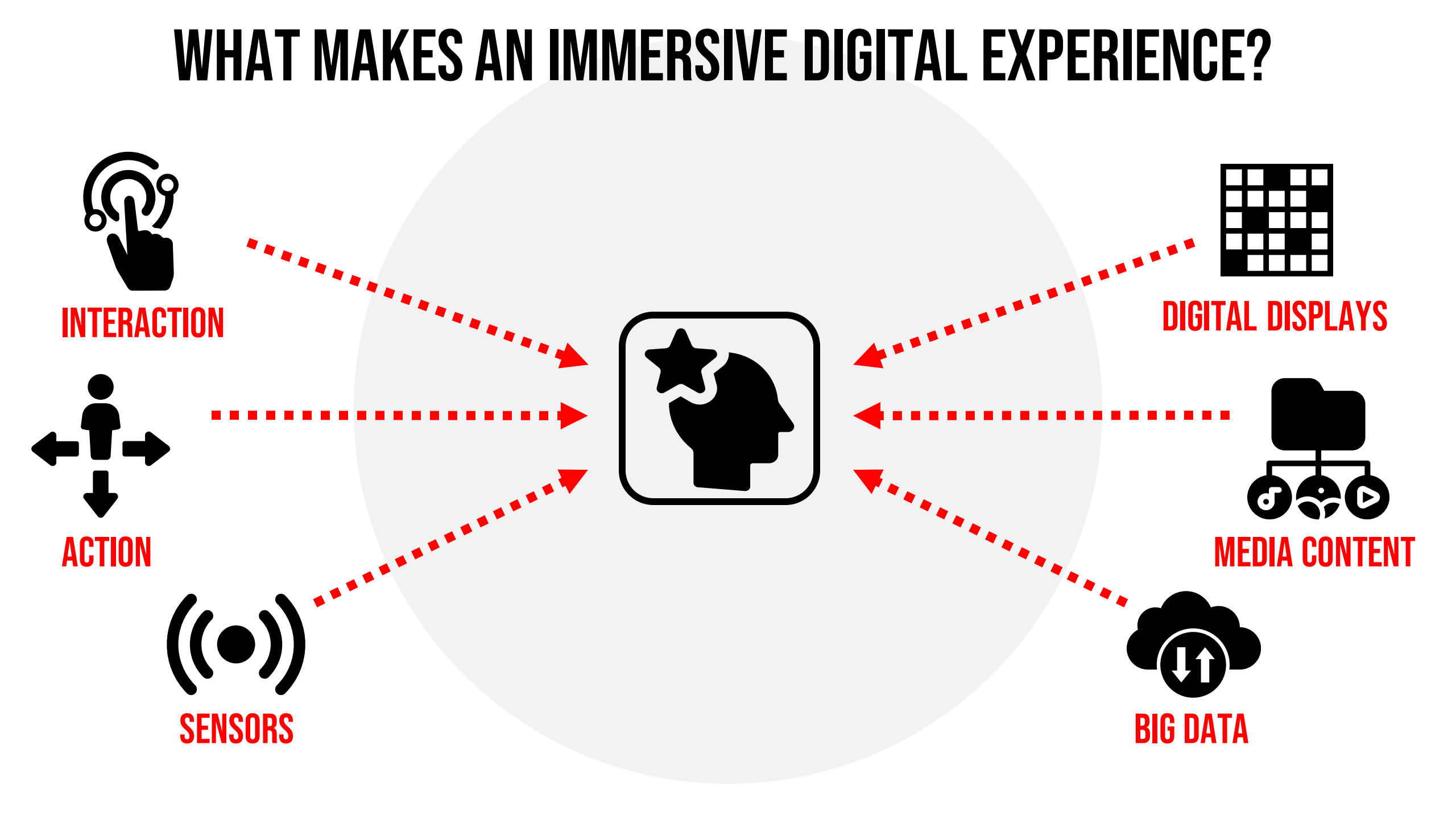
E-SPORTS CENTERS + DIGITIZED SPORTS

ESPORTS COMPETITIONS

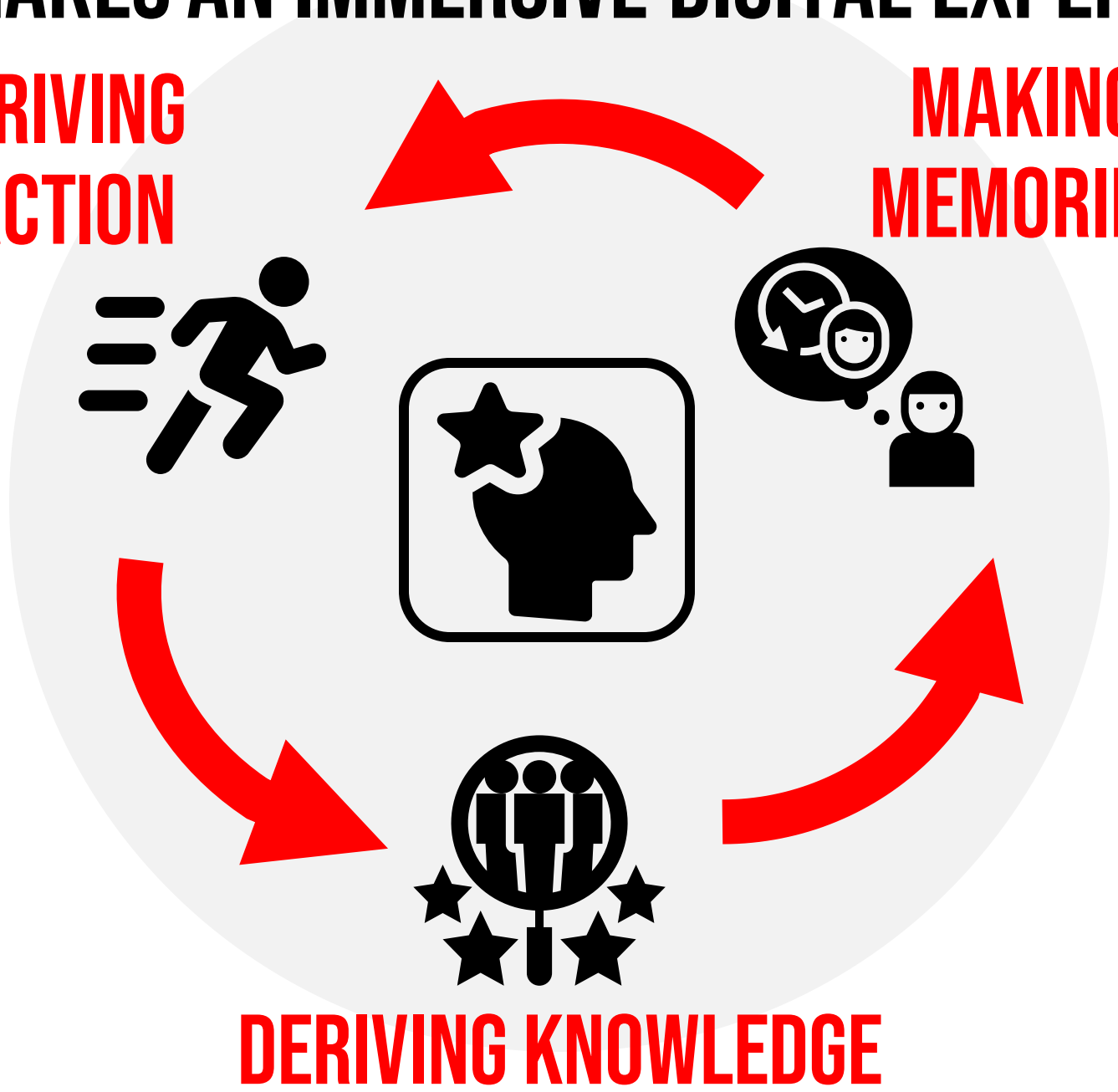
INTERACTIVE IP ATTRACTIONS

NEW HYBRID SPORT CONCEPTS

WHAT MAKES AN IMMERSIVE DIGITAL EXPERIENCE?



WHAT MAKES AN IMMERSIVE DIGITAL EXPERIENCE?



INTERACTION

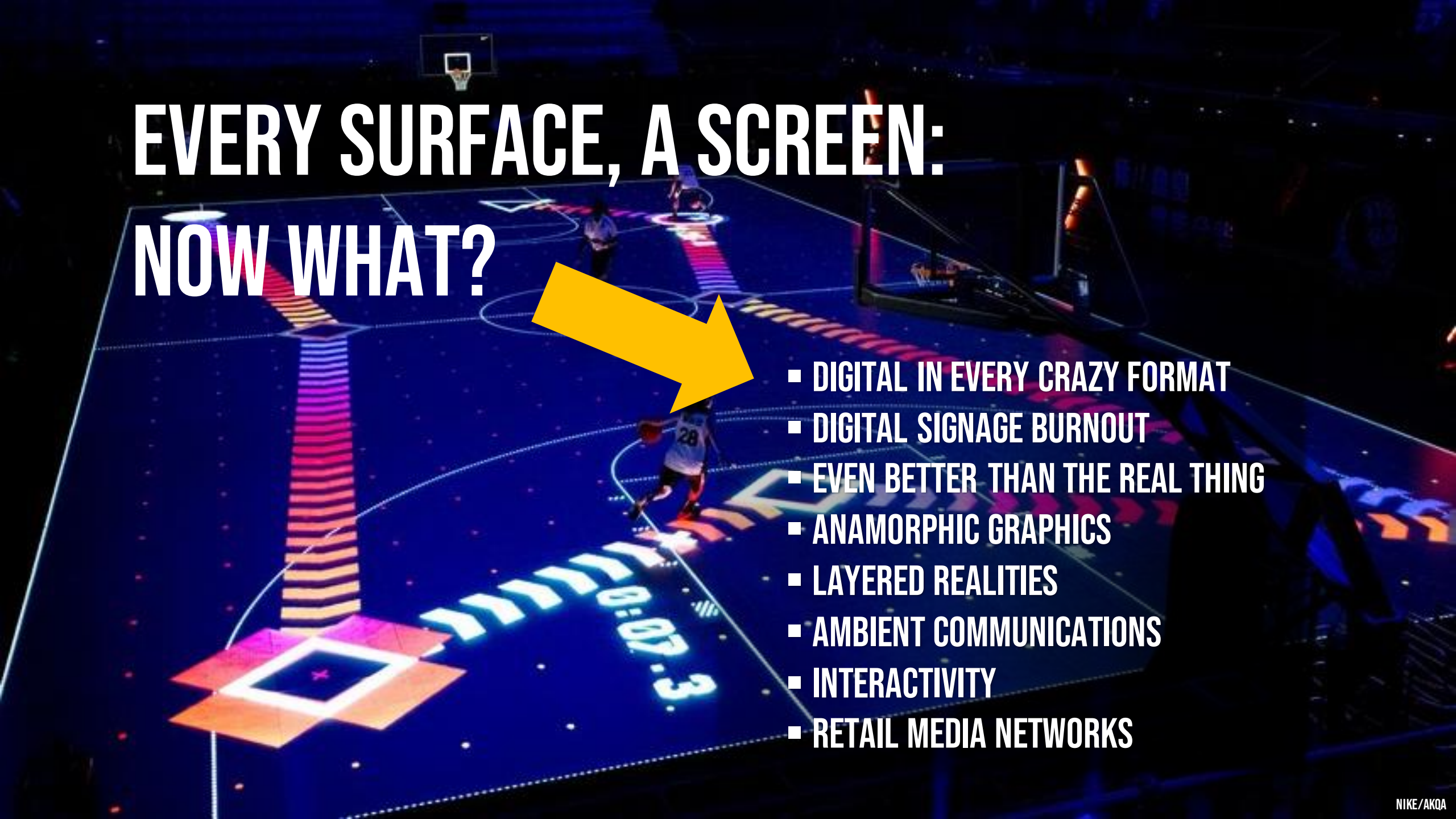
DIGITAL DISPLAYS

ACTION

MEDIA CONTENT

SENSORS

BIG DATA

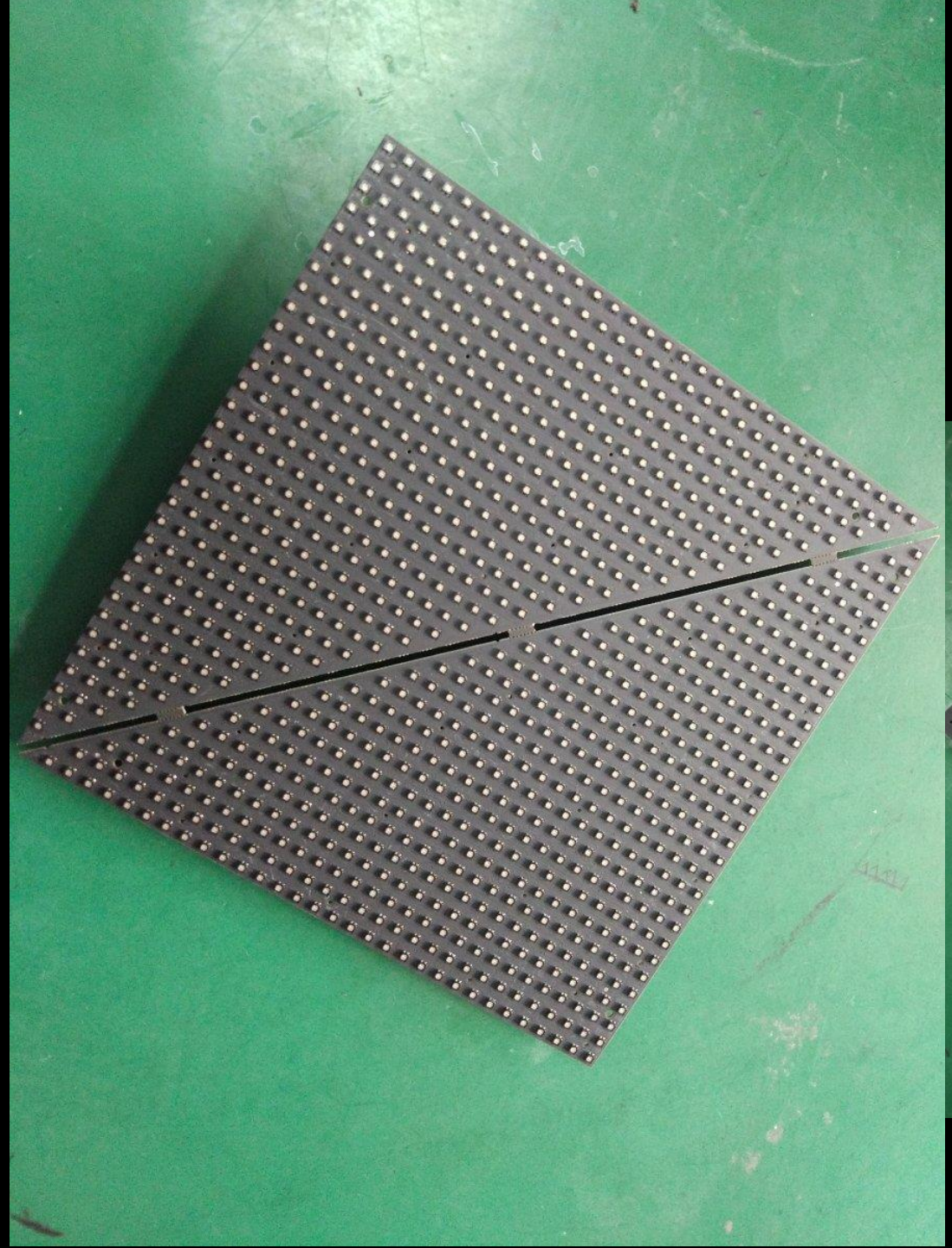


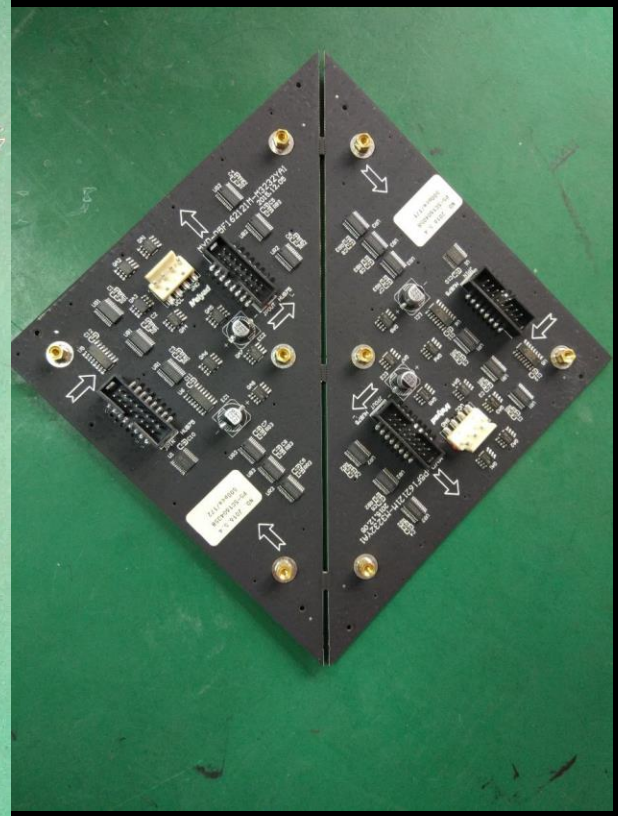
EVERY SURFACE, A SCREEN: NOW WHAT?

- DIGITAL IN EVERY CRAZY FORMAT
- DIGITAL SIGNAGE BURNOUT
- EVEN BETTER THAN THE REAL THING
- ANAMORPHIC GRAPHICS
- LAYERED REALITIES
- AMBIENT COMMUNICATIONS
- INTERACTIVITY
- RETAIL MEDIA NETWORKS

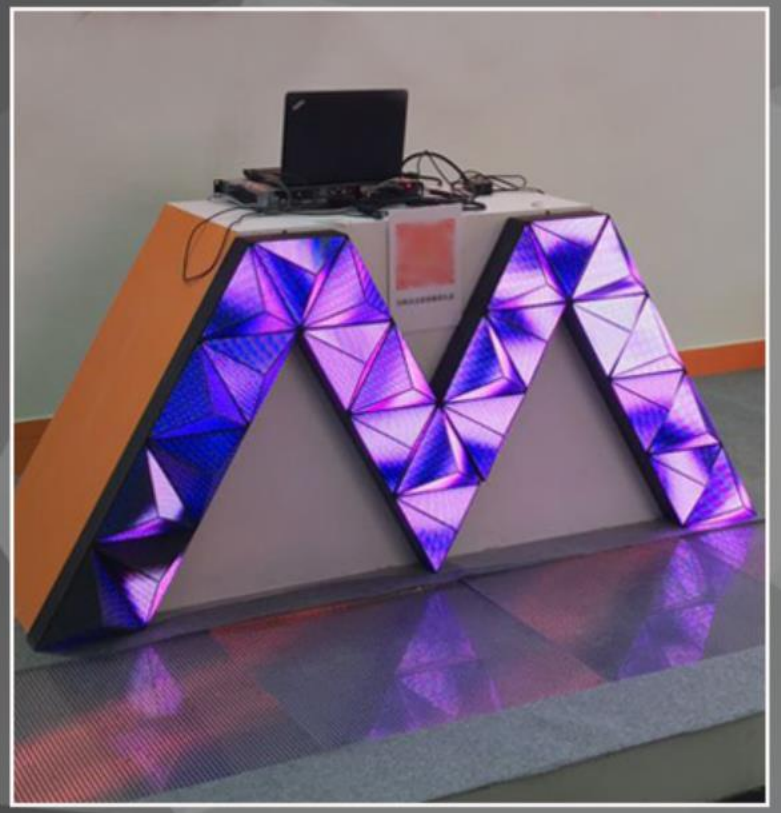
NIKE/AKQA

DIGITAL IN EVERY CRAZY FORMAT

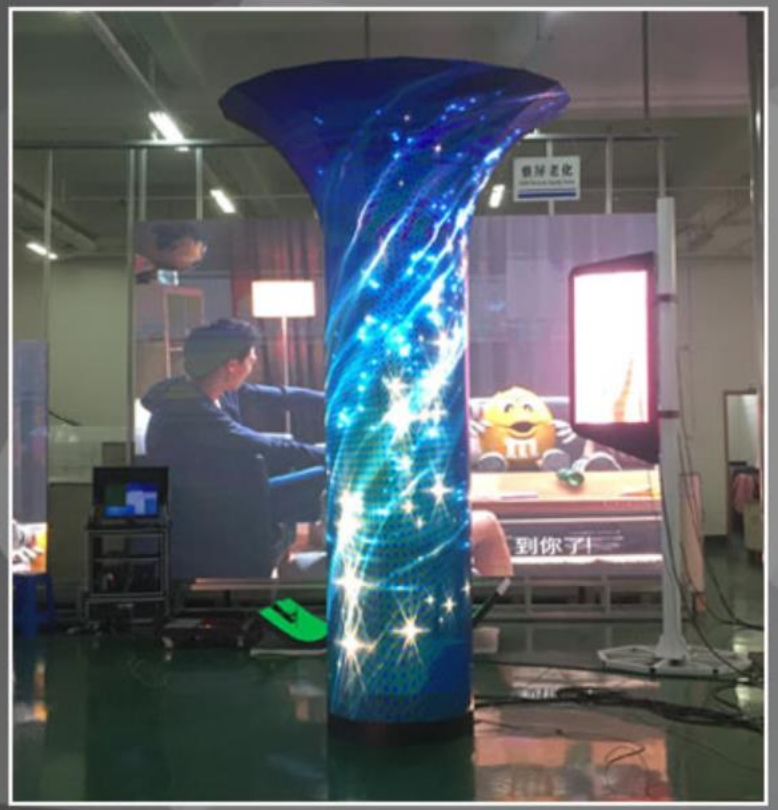


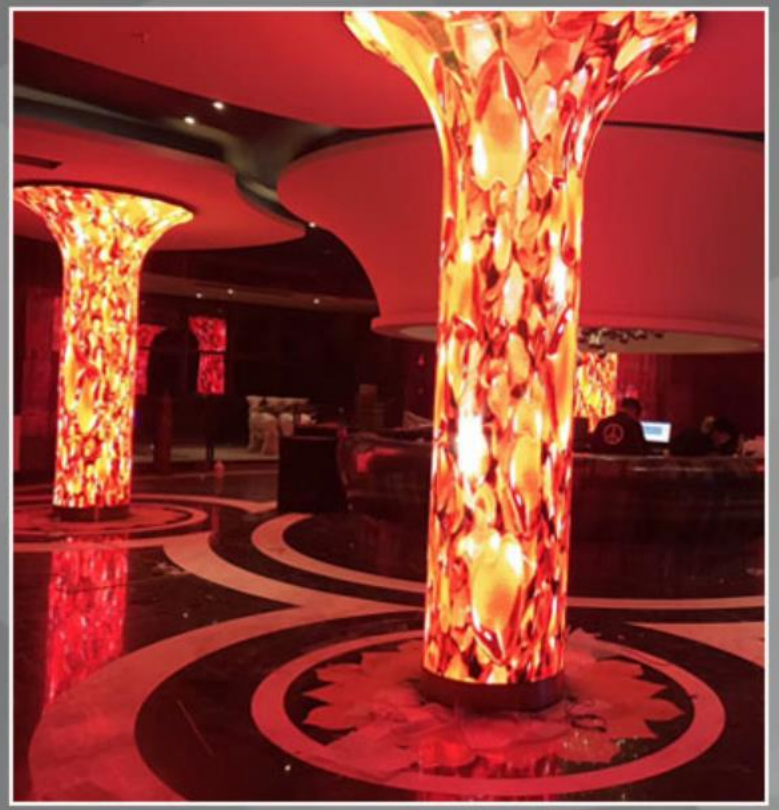


MEIYAD



MEIYAD

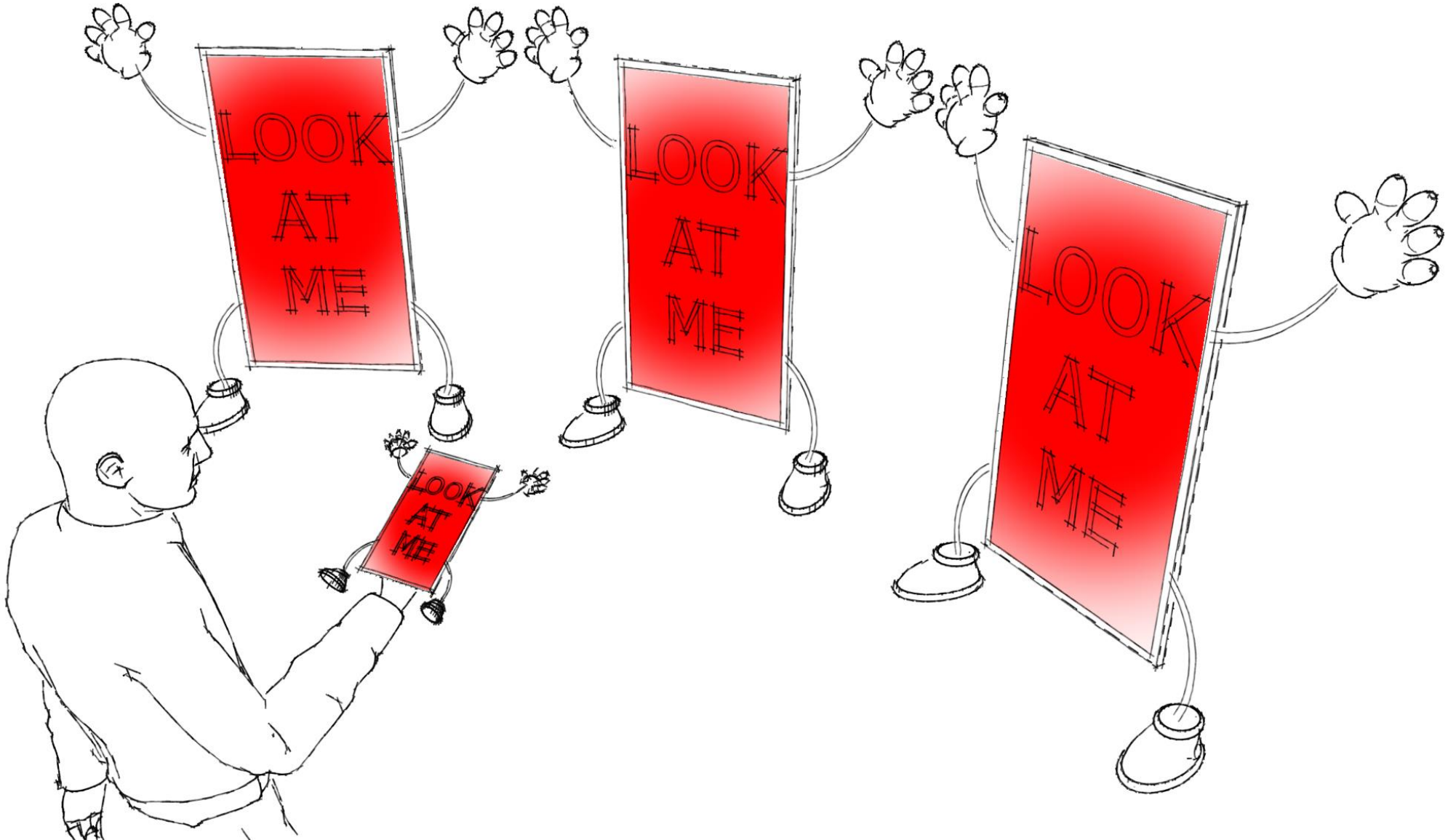


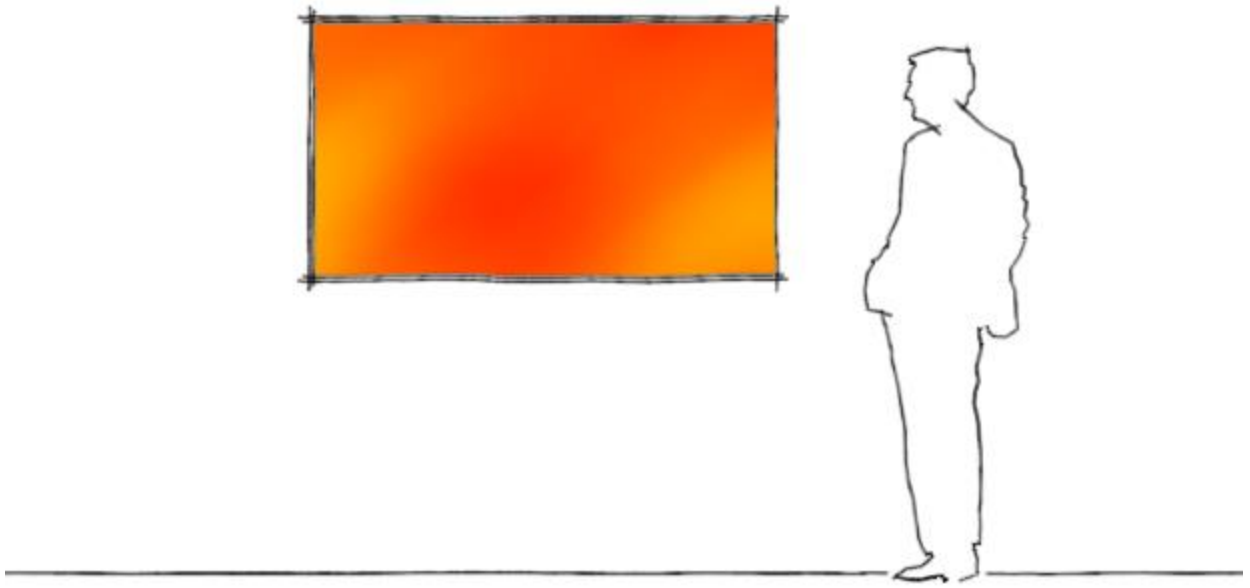


MEIYAD

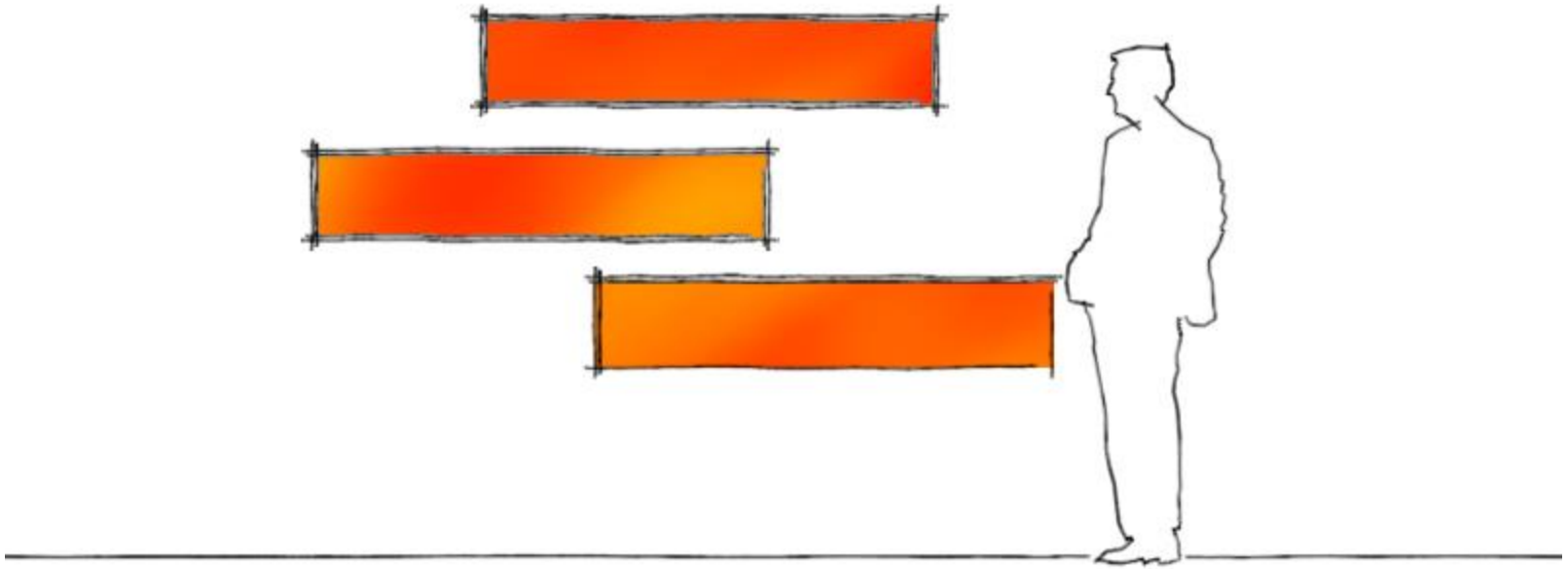
POPONE
WALKIN

PREVENTING DIGITAL SIGNAGE BURNOUT

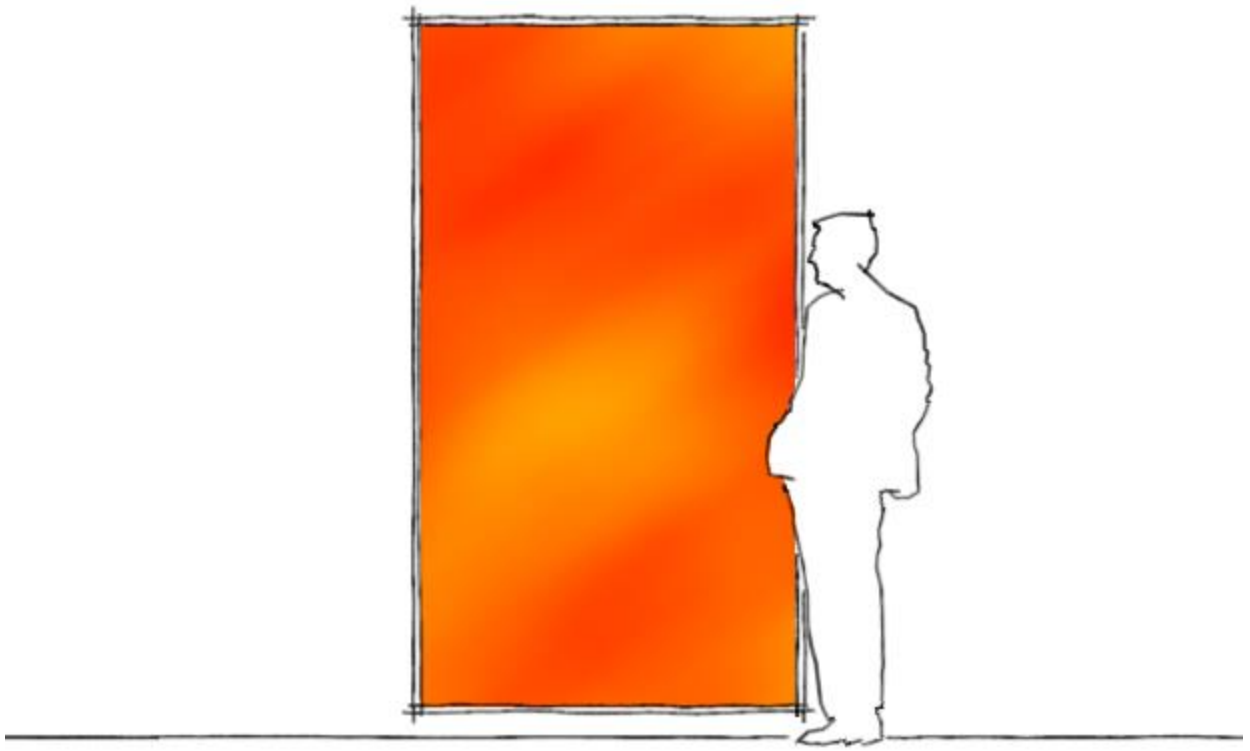




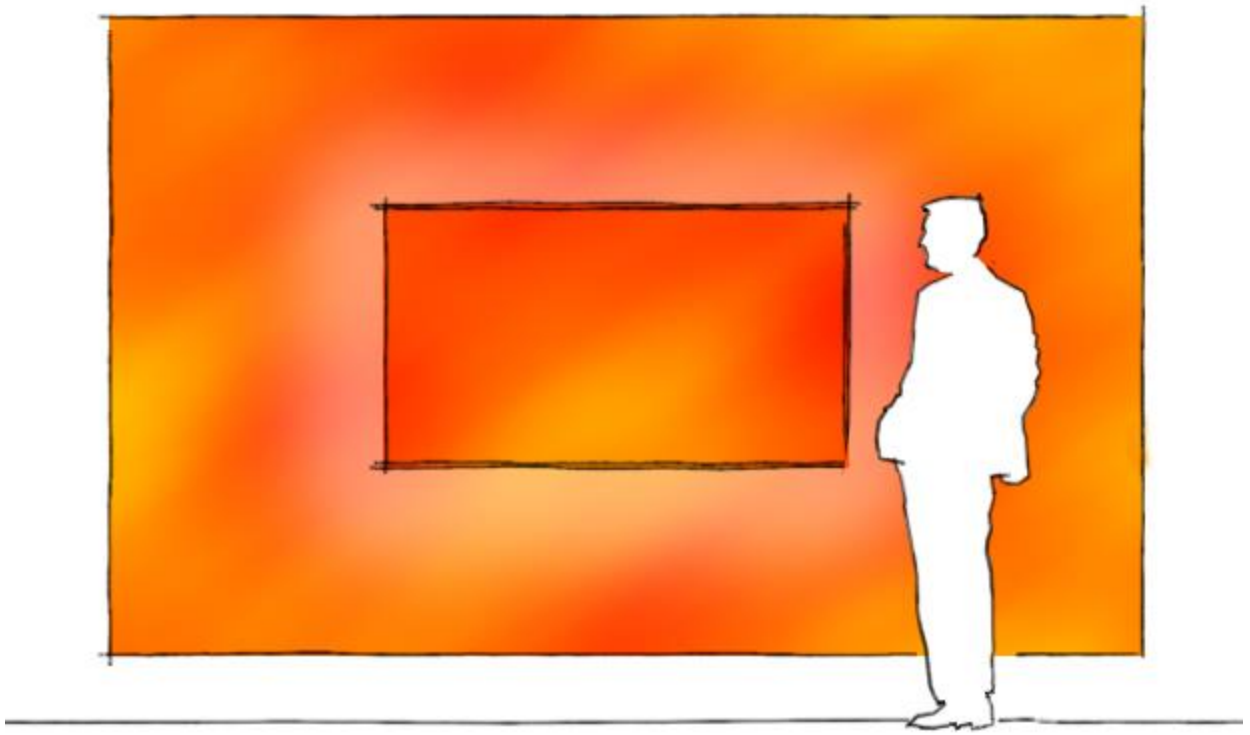
JUST ANOTHER SCREEN



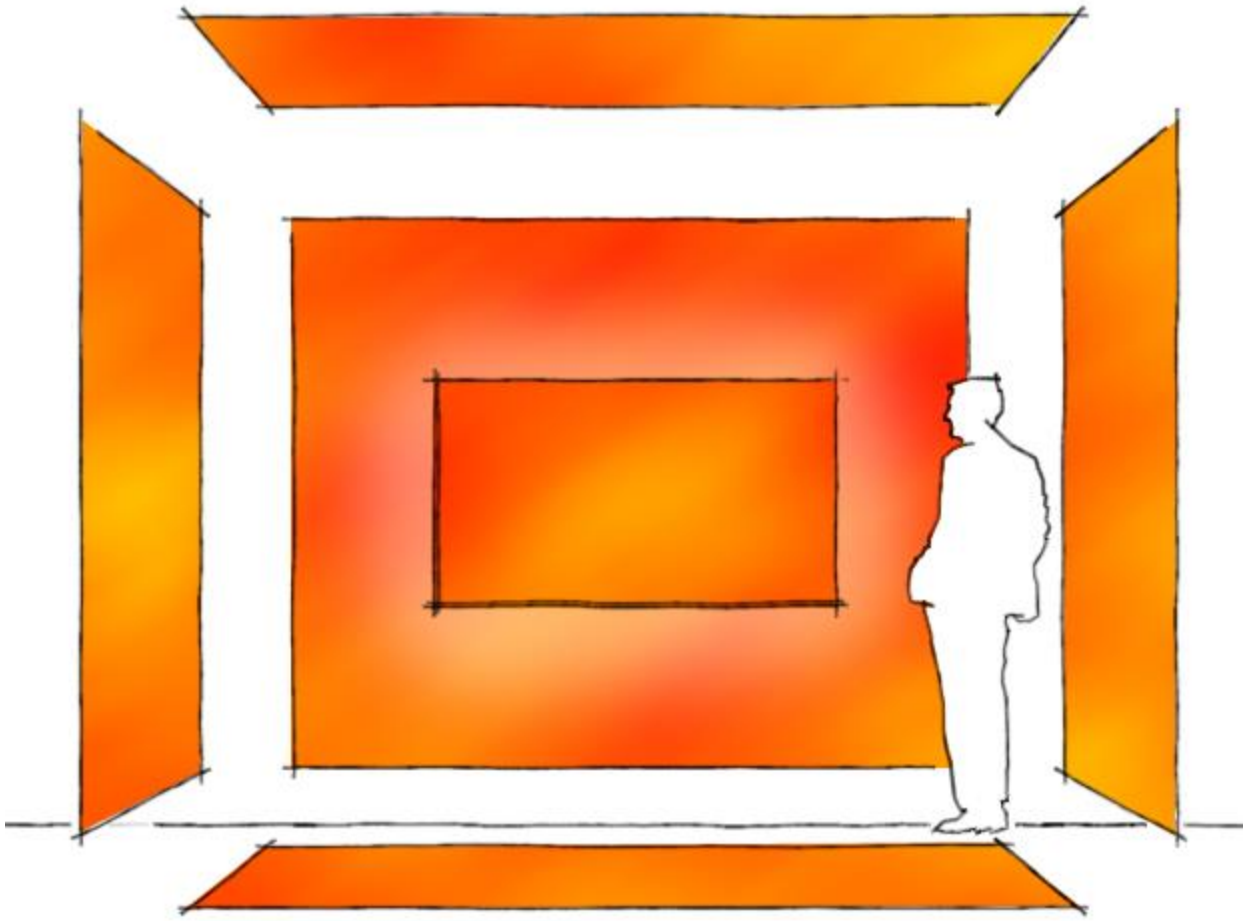
BREAK THE PROPORTIONS



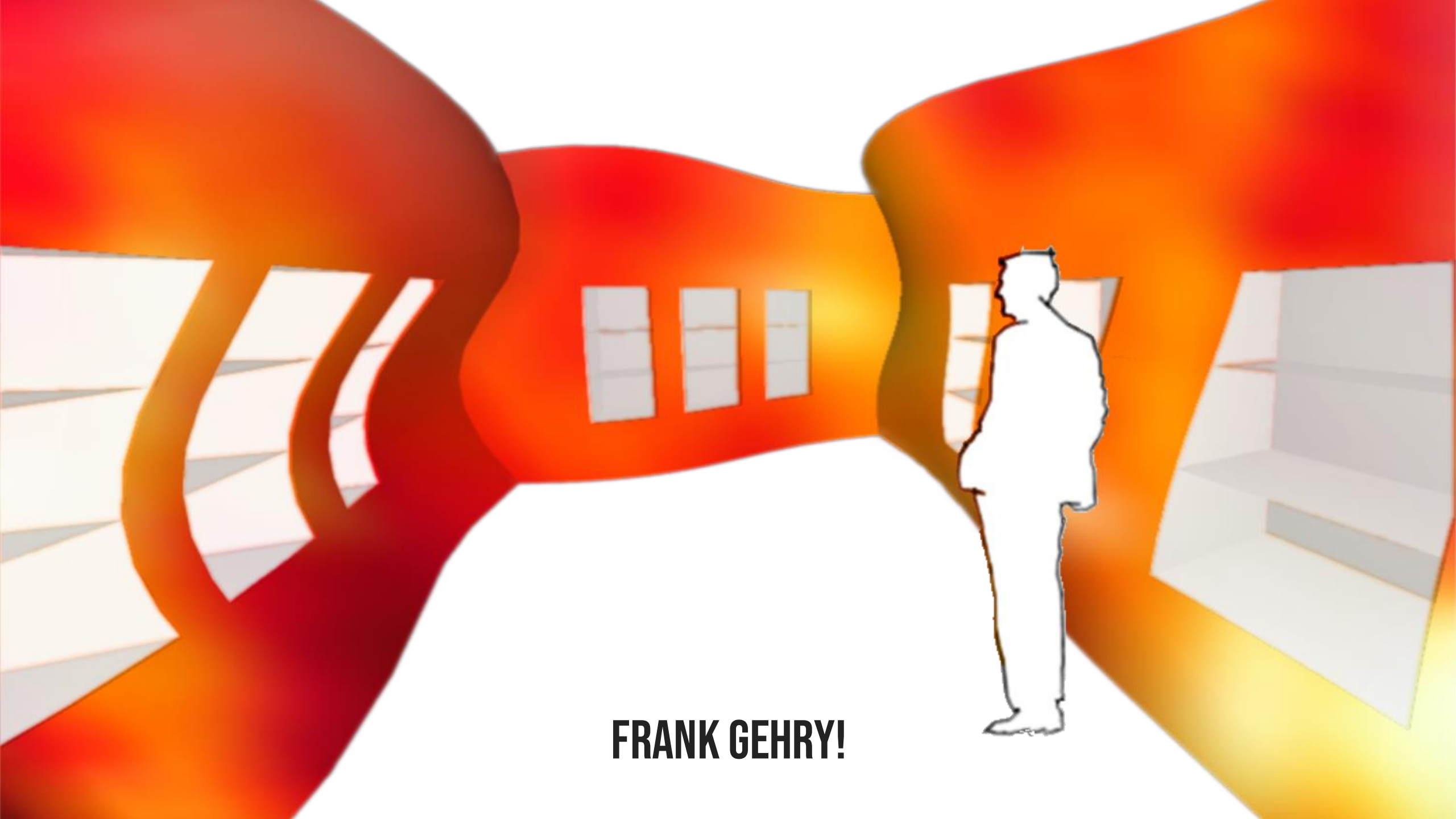
BREAK THE SCALE



LAYER VISUAL ACUITY



CREATE UNIFIED SPATIAL EXPERIENCES

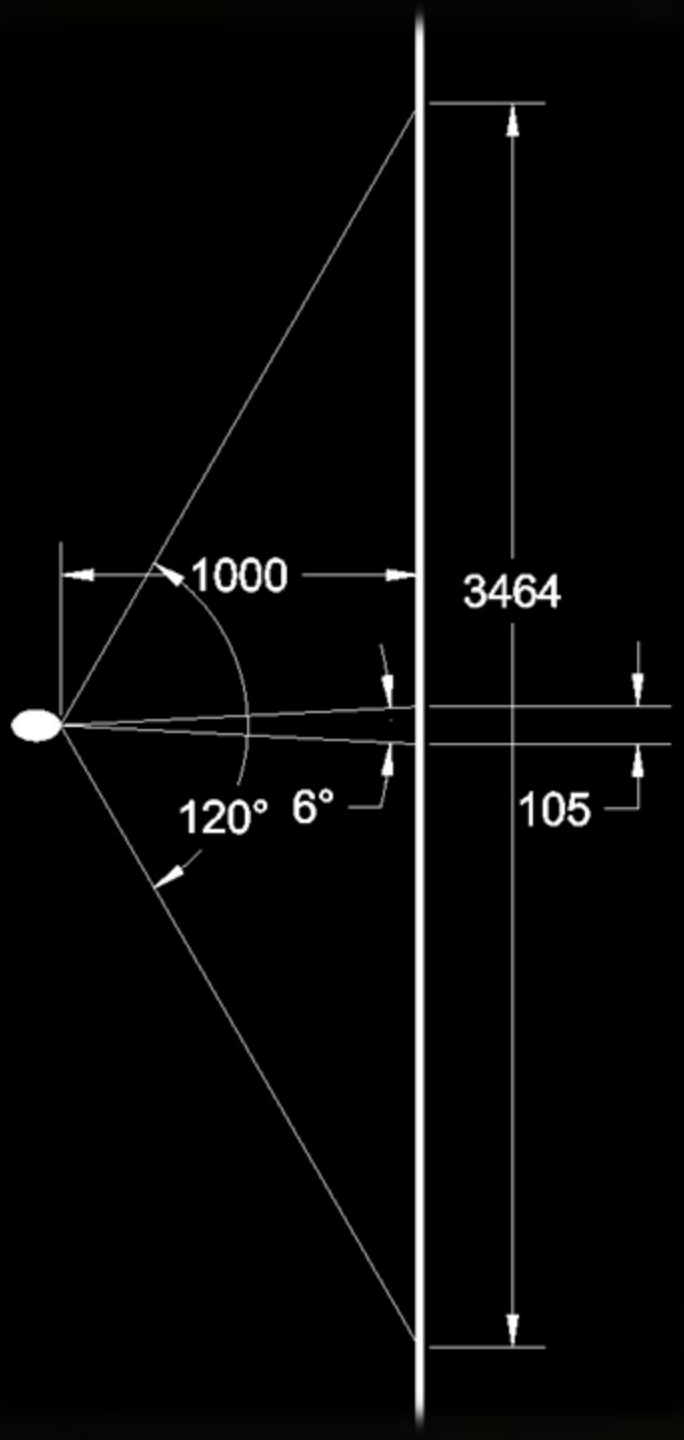

FRANK GEHRY!

EVEN BETTER THAN THE REAL THING

RETINA QUALITY =
1 METER @ 0.5MM PIXEL PITCH

HUMANS HAVE A TOTAL HORIZONTAL FIELD OF VIEW OF ROUGHLY 210-DEGREES WITH BINOCULAR FIELD OF ROUGHLY 120-DEGREES AND A HIGH-ACUITY CENTRAL VIEW OF 6-DEGREES

AT 1 METER WITH A FIELD OF VIEW OF 120-DEGREES, HUMANS CAN SEE 3,464MM OF HORIZONTAL WIDTH. REQUIRING 60 PIXELS PER DEGREE FIELD-OF-VIEW, THAT REQUIRES 60 PIXELS X 120 DEGREES = 7,200 PIXELS PER 3,464 MM OF WIDTH, OR A PIXEL PITCH OF 3,464MM/7200 PIXELS = **0.48 MM PITCH**



FusionCIS.com

ANAMORPHIC GRAPHICS

TROMPE L'OEIL
FORCED PERSPECTIVE

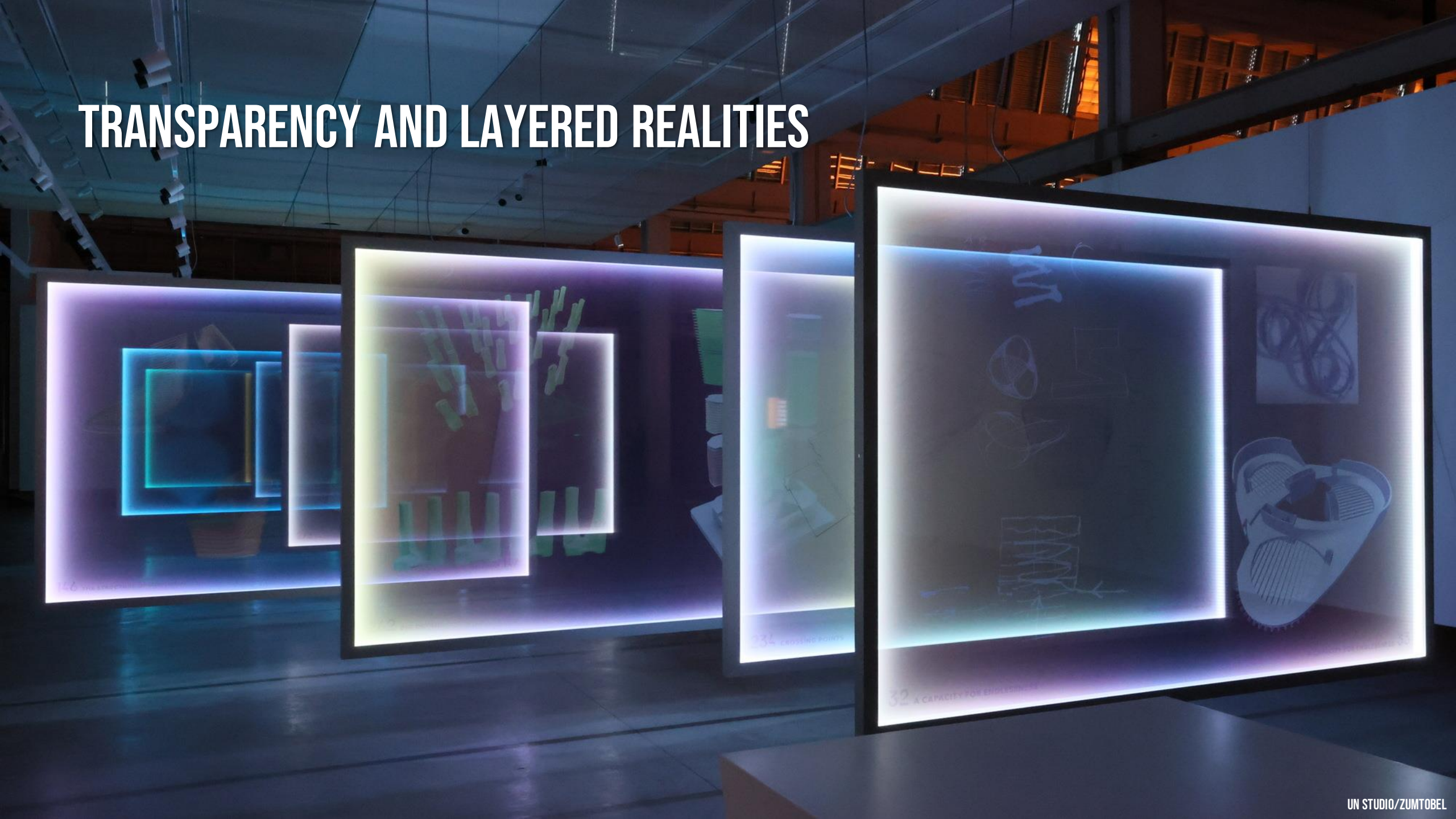
PERE BORRELL DEL CASO, 1874

NIKE, SHINJUKU

ANOMOLY

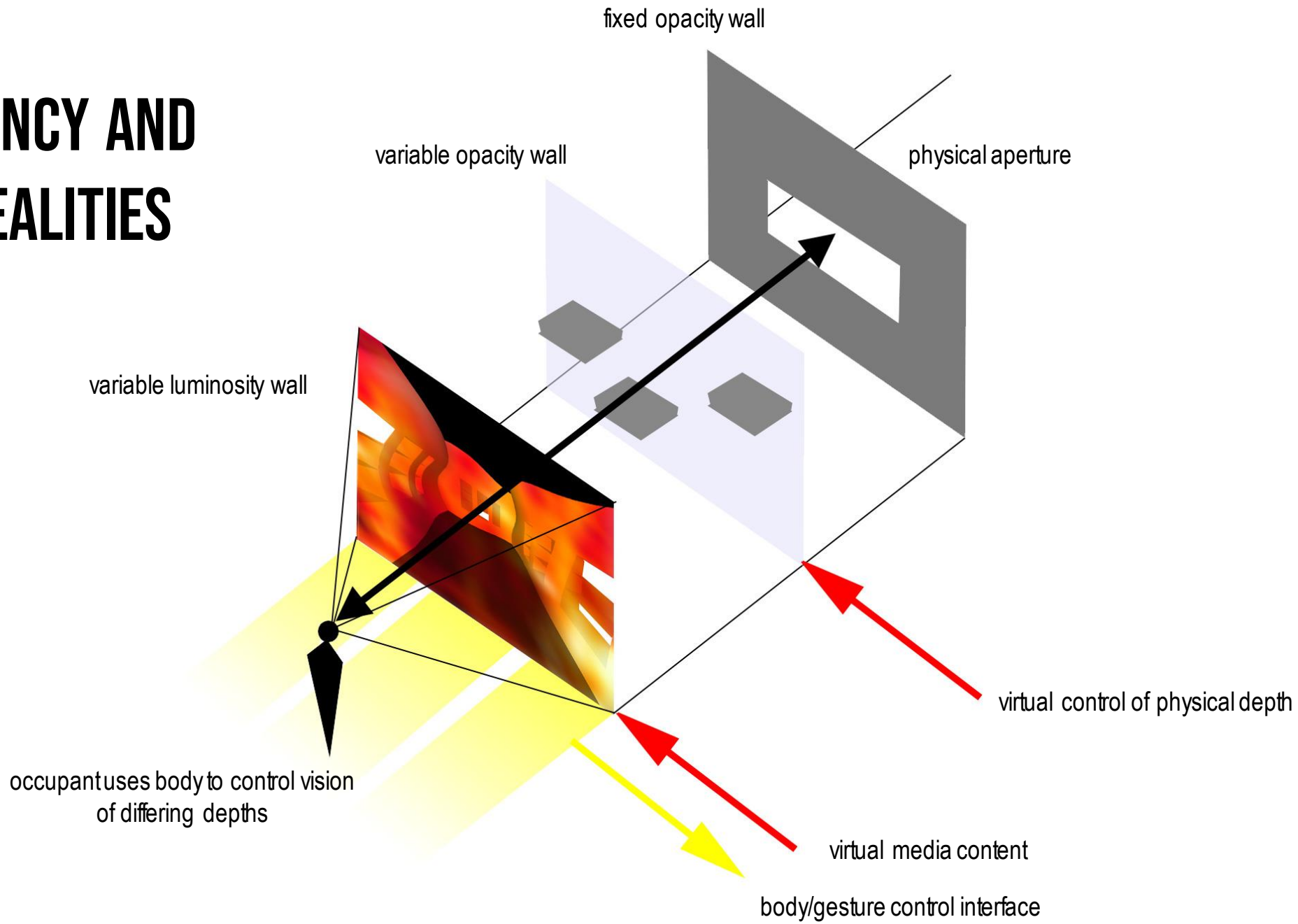
OCOULOR TECHNOLOGIES

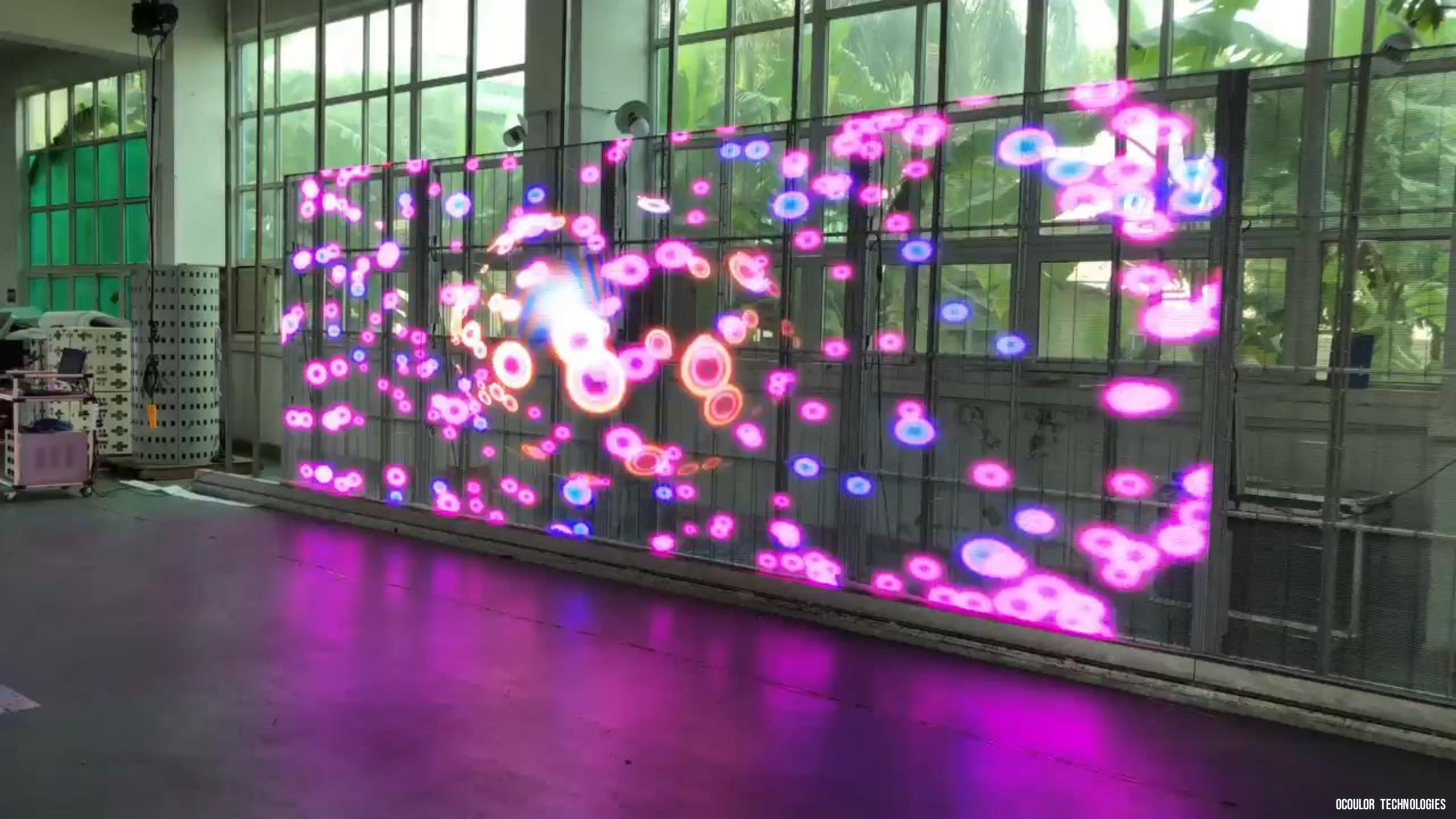
TRANSPARENCY AND LAYERED REALITIES



UN STUDIO/ZUMTOBEL

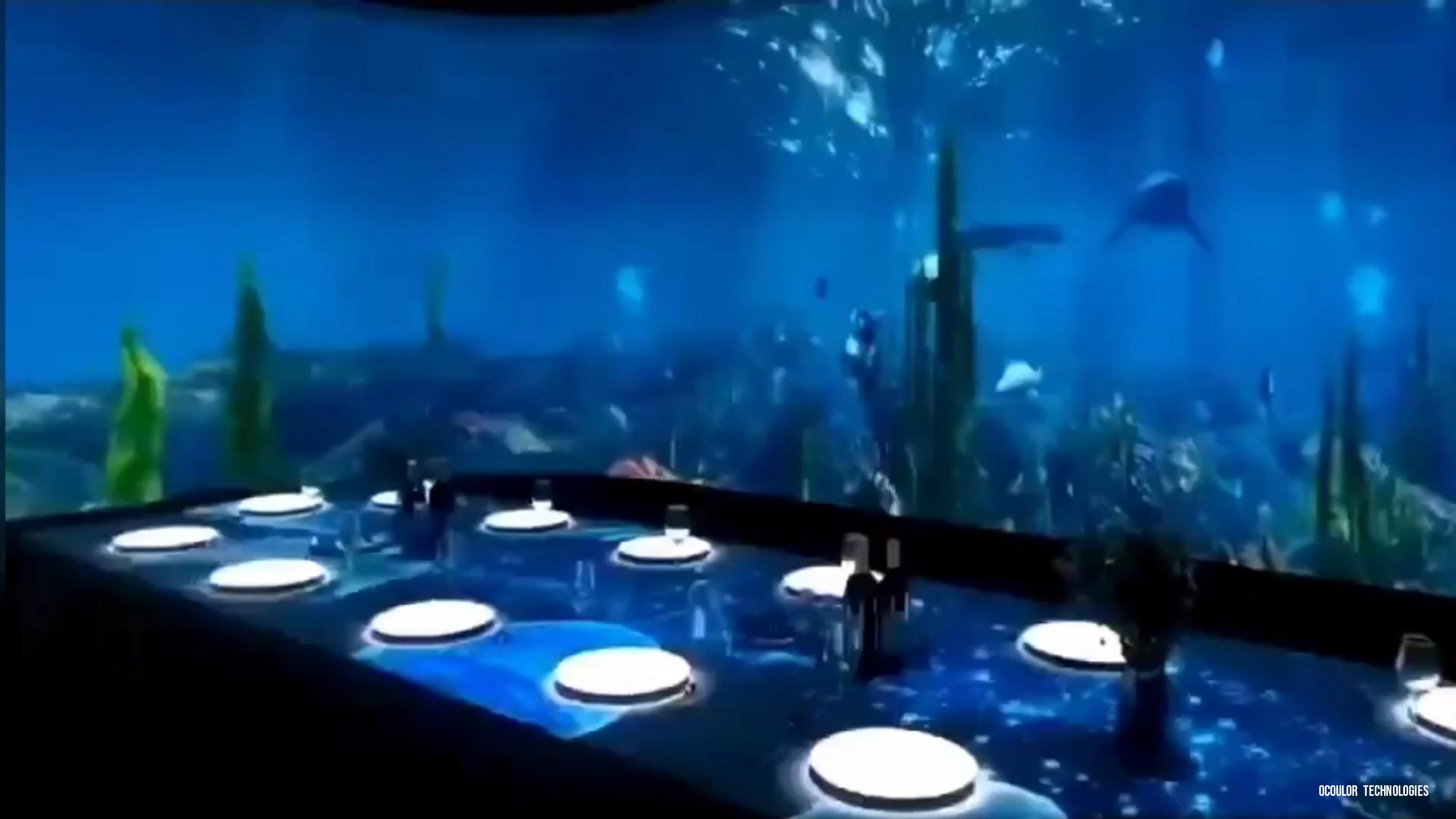
TRANSPARENCY AND LAYERED REALITIES




OCOULOR TECHNOLOGIES

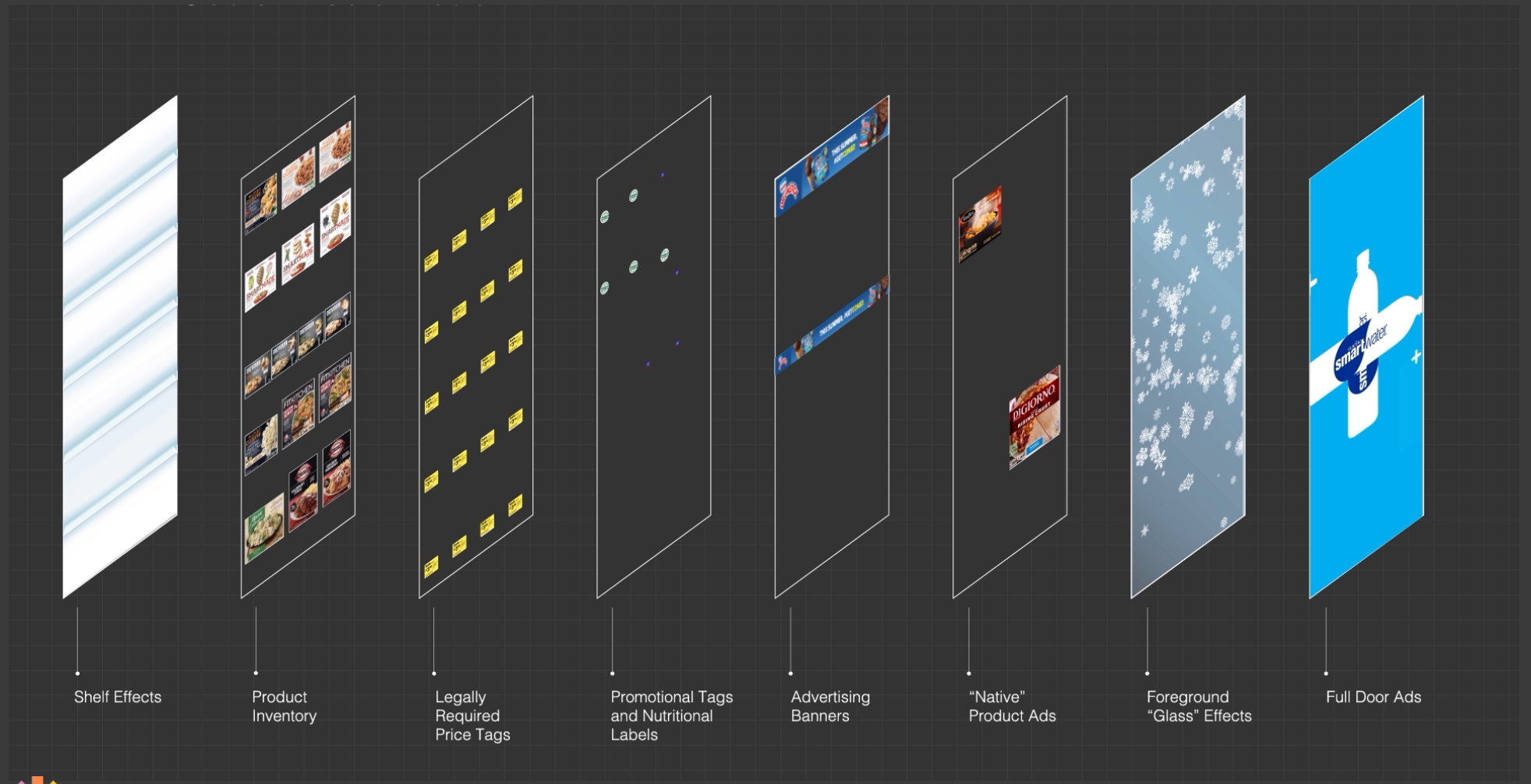
OCOULOR TECHNOLOGIES

SKULLMAPPING


OCOULOR TECHNOLOGIES

HERMES

Our proprietary merchandising and media CX application. Cooler Media gives retailers and brands the ability to define contextually targeted promotions and design digital planograms and product details that deliver flawless displays and real-time pricing at the point of sale.



Cooler Screens

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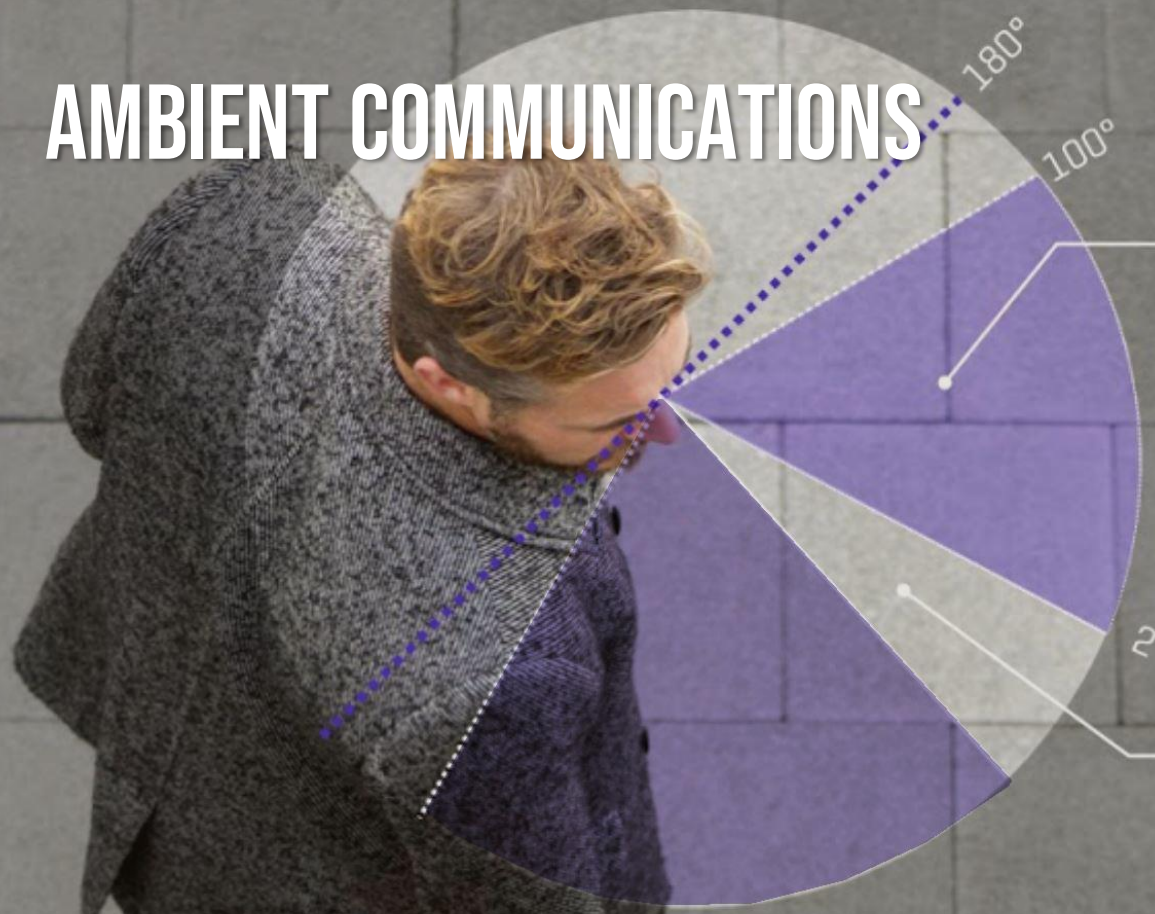
AMBIENT COMMUNICATIONS



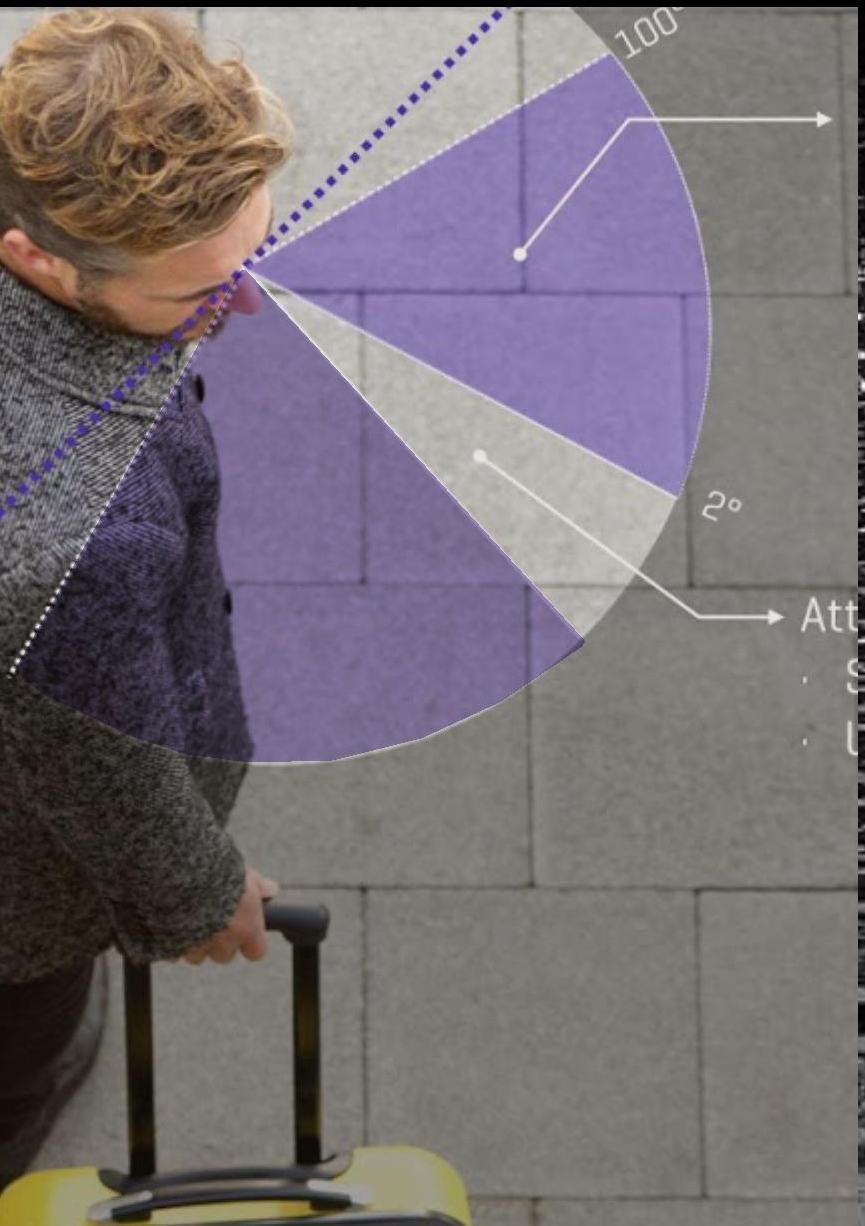
Preattentive Processing:

- Fast
- Uses long-term memory
- Hue, intensity, flicker, direction of light & motion

Attentive Processing:

- Slow
- Uses short-term memory

Potential of Peripheral Vision



Human Proclivity to Motion

Meaning Making

Wrap Your Spaces in Social Media

Social Data Streams

Accumulation

Transience

Action Rate

Historic Legacy

Local Knowledge

Selfie Moments

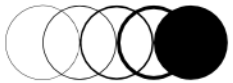
Social Proof

Gamification

Presence

Ambient Media Visual Modes

Color


Motion

Intensity

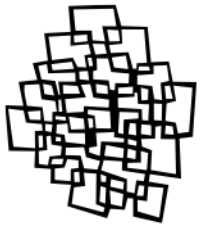
Rhythm

Variation

Focus

Pattern

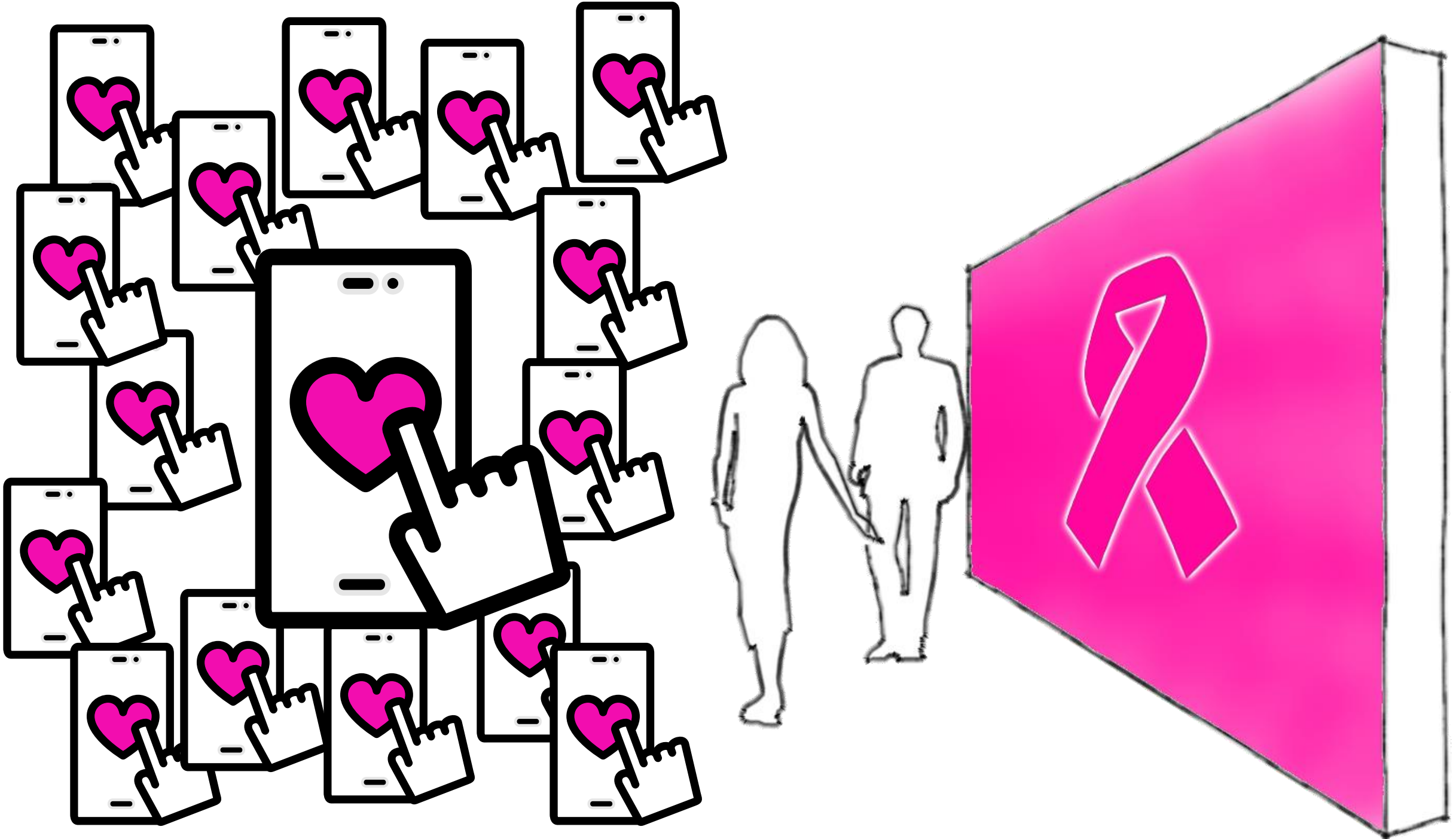
Aggregation


Imagery

© 2018 KoernerDesign

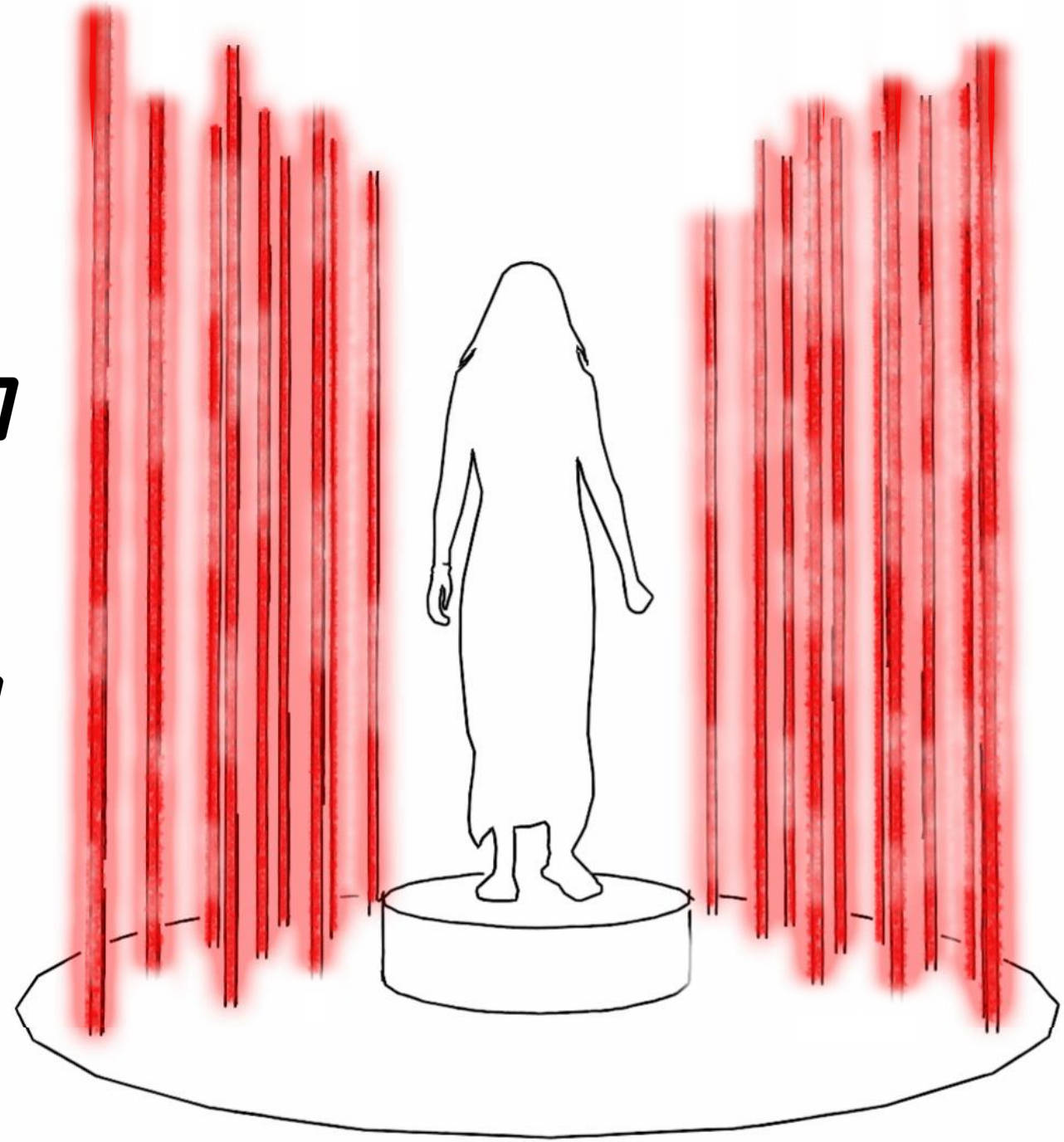
Wrap Your Spaces in Social Media:

Thumbs Up for a Cause



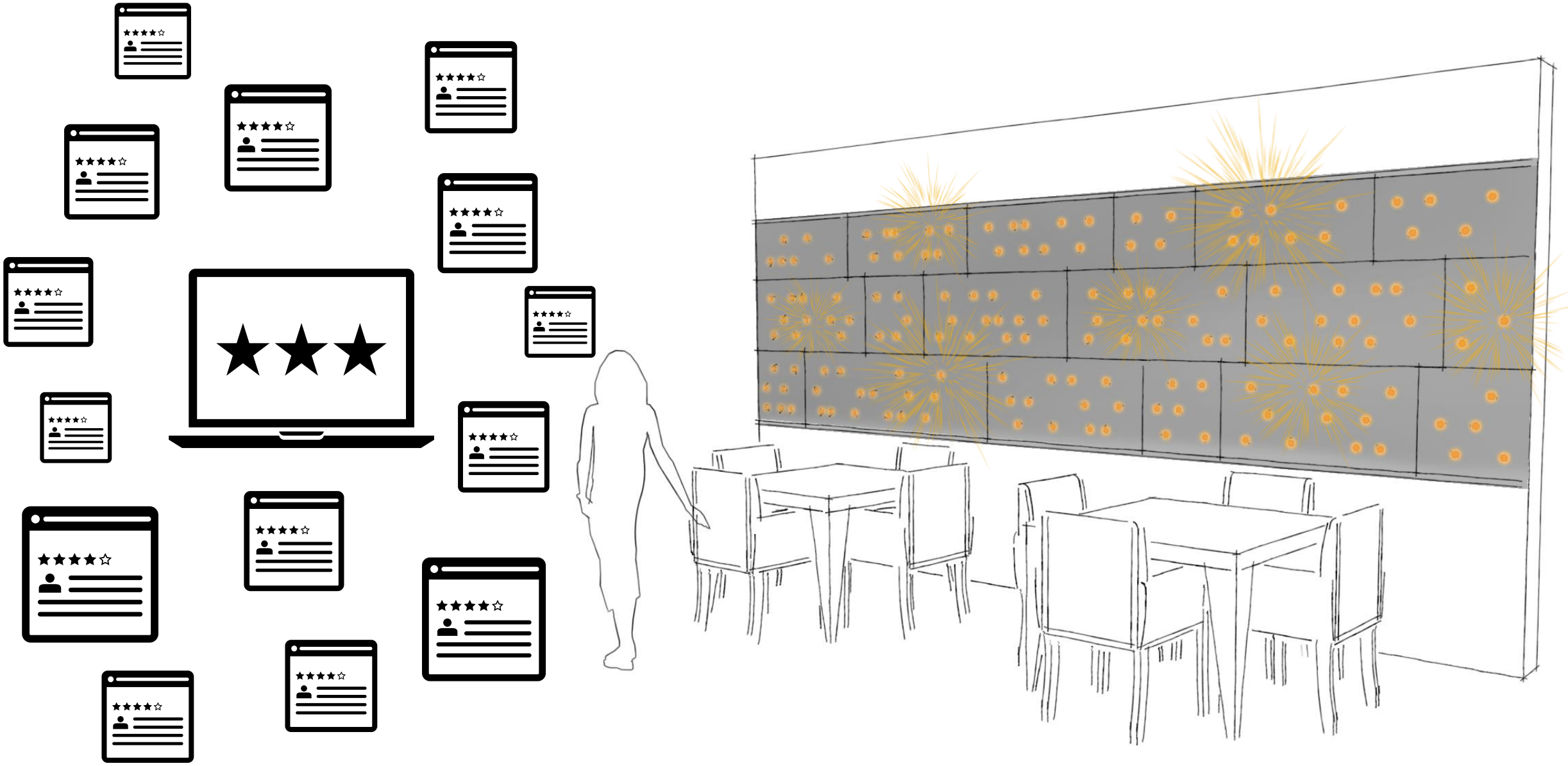
Wrap Your Spaces in Social Media:

Hot or Not



Wrap Your Spaces in Social Media:

Sparkling Service



Wrap Your Spaces in Social Media

Social Data Streams

Accumulation

Transience

Action Rate

Historic Legacy

Local Knowledge

Selfie Moments

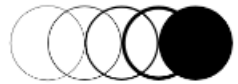
Social Proof

Gamification

Presence

Ambient Media Visual Modes

Color


Motion

Intensity

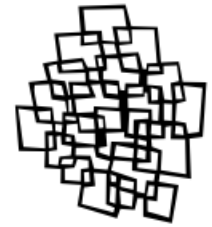
Rhythm

Variation

Focus

Pattern

Aggregation


Imagery

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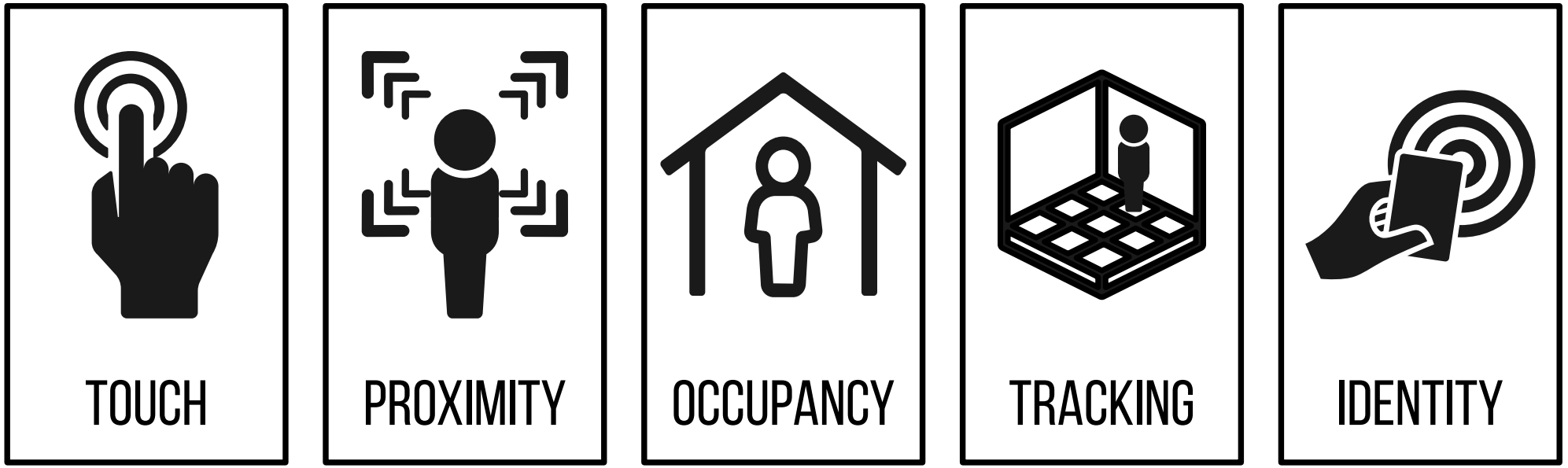
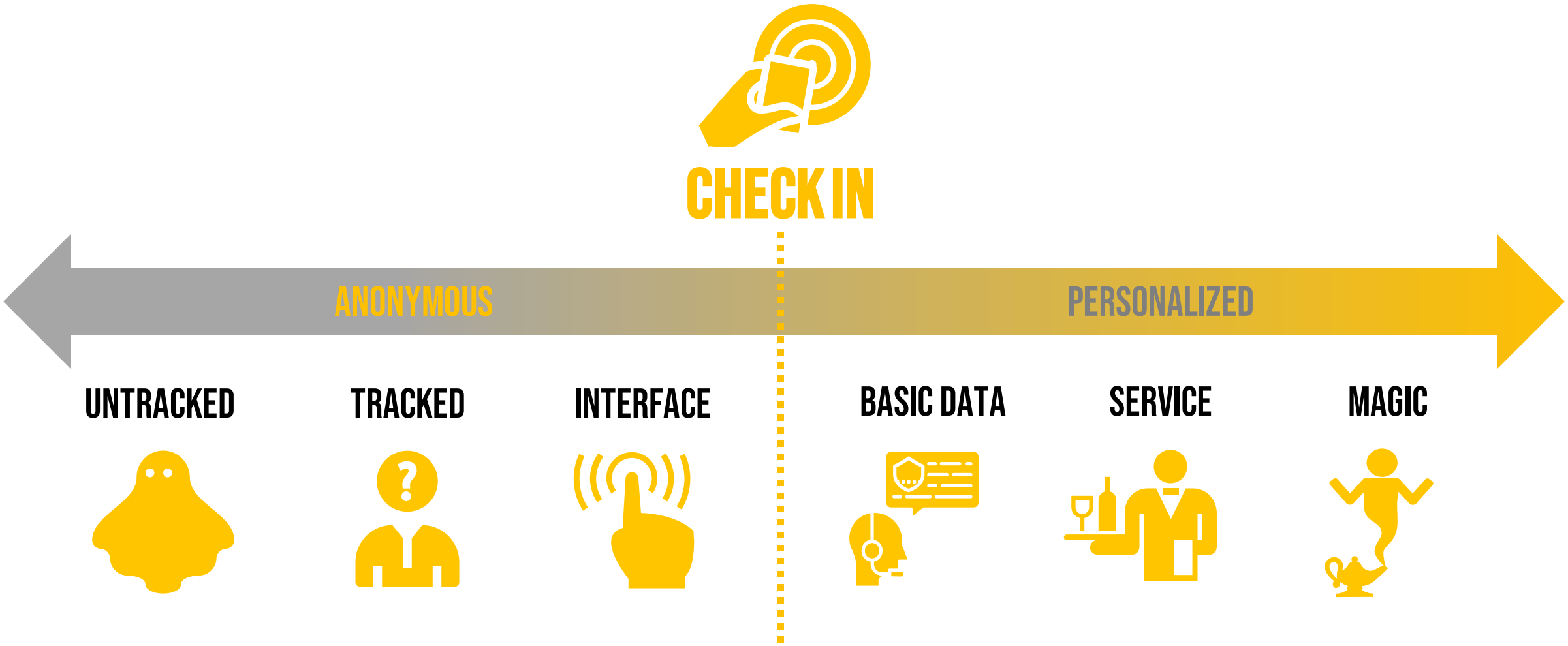
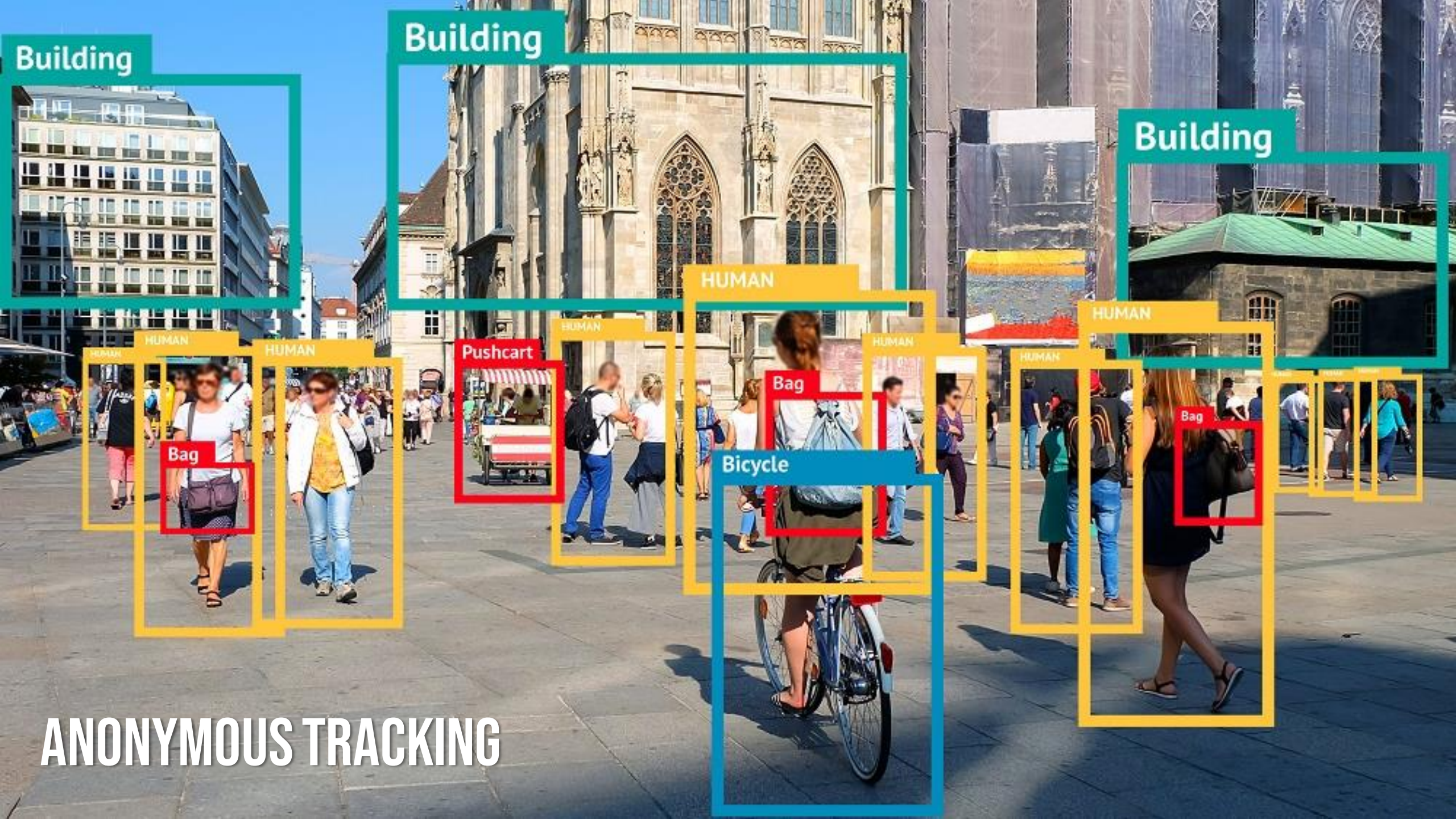
INTERACTIVTY
ACTIVE OBJECTS, SURFACES, ZONES

INTERACTING WITH DYNAMIC ARCHITECTURE



PHASES OF ANONYMITY





ANONYMOUS TRACKING

ANONYMOUS FACIAL RECOGNITION

ADVERTIMA

Dadeland Mall
Claudia
Last visit
March 3rd 2017
Last Purchase
Pink boots
Shoe size
7
FACIAL RECOGNITION + CRM
Face[note]

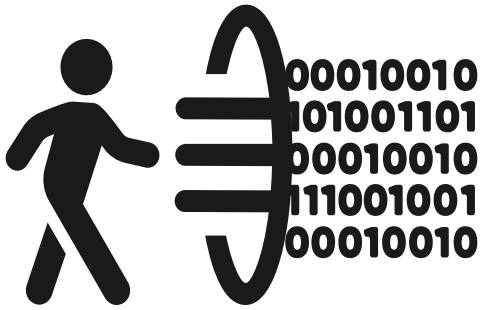
MEANINGFUL INTERACTIONS WITH ARCHITECTURE

DELIVER "FUNCTION"

THE RIGHT LIGHT,
AT THE RIGHT PLACE,
AT THE RIGHT TIME

DELIVER "DELIGHT"

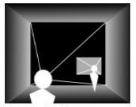
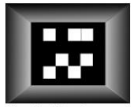
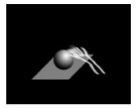
ENRICHING
HUMAN INTERACTIONS BY
CREATING NEW MEMORIES



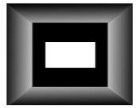
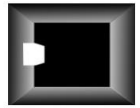
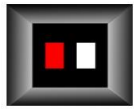
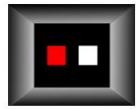
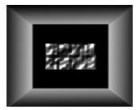
DELIVER "CONTENT"

ARCHITECTURE AS
A PORTAL TO THE
VIRTUAL WORLD

relationship of a body to an interactive luminous environment

	SURFACES	ZONES	OBJECTS
EYES	 Cone of vision relationships provide hierarchies of groupings/divisions	Visual qualities of surfaces create perceived overlapping zones	 Visual points of highlight combine to form matrixes
BODY	Surfaces define edges of zones that bodies move within/against	Progression of body through zones manipulates surfaces and objects	Objects have bodily presence that mirror the human body
HANDS	Surfaces only pressable, not graspable	Zones at the scale of hands allow precision, definitive control	 Graspable objects provide points of tangible contact

relationship of light to space

	SURFACES	ZONES	OBJECTS
LUMINOSITY	 Luminous presence attracts people to look inward to the plane	Light emanating from surfaces creates zone conditions	 Luminous presence attracts people with 3D zone around object
COLOR	 Differentiates between surfaces; Suggests emotive meanings	Overlapping colors create additional zone conditions	 Differentiates between surfaces; Suggests emotive meanings
TEXTURE	 Produces an enhanced presence with complex variations over time and emotive meaning	Spatial texturing of zones produces points, lines and gradient conditions of sensing	A matrix of objects produces unique spatial textures
DYNAMICS	Change of meanings over time: direct change of emotive meaning and change of visual relationships	Spatial moments may change connection to surface/object attributes via sensing to change spatial activity attributes	Change of meanings over time: direct change of emotive meaning and change of visual relationships

= $?

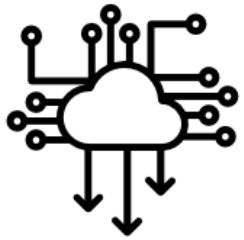
NEW DESIGN TECHNOLOGIES

SKANDAL TECH

Ambient Communications Architecture

Data Input

Cloud Data

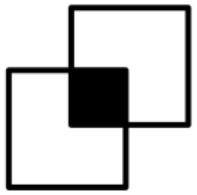


Local Sensing

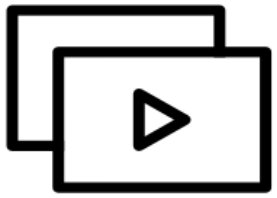
Data Tables

Processing

Logic



Media Content

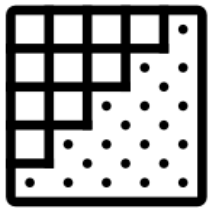


Abstraction

Output

Digital Lighting

Pixel Mapping



High-Res Display

DENVER (USA)

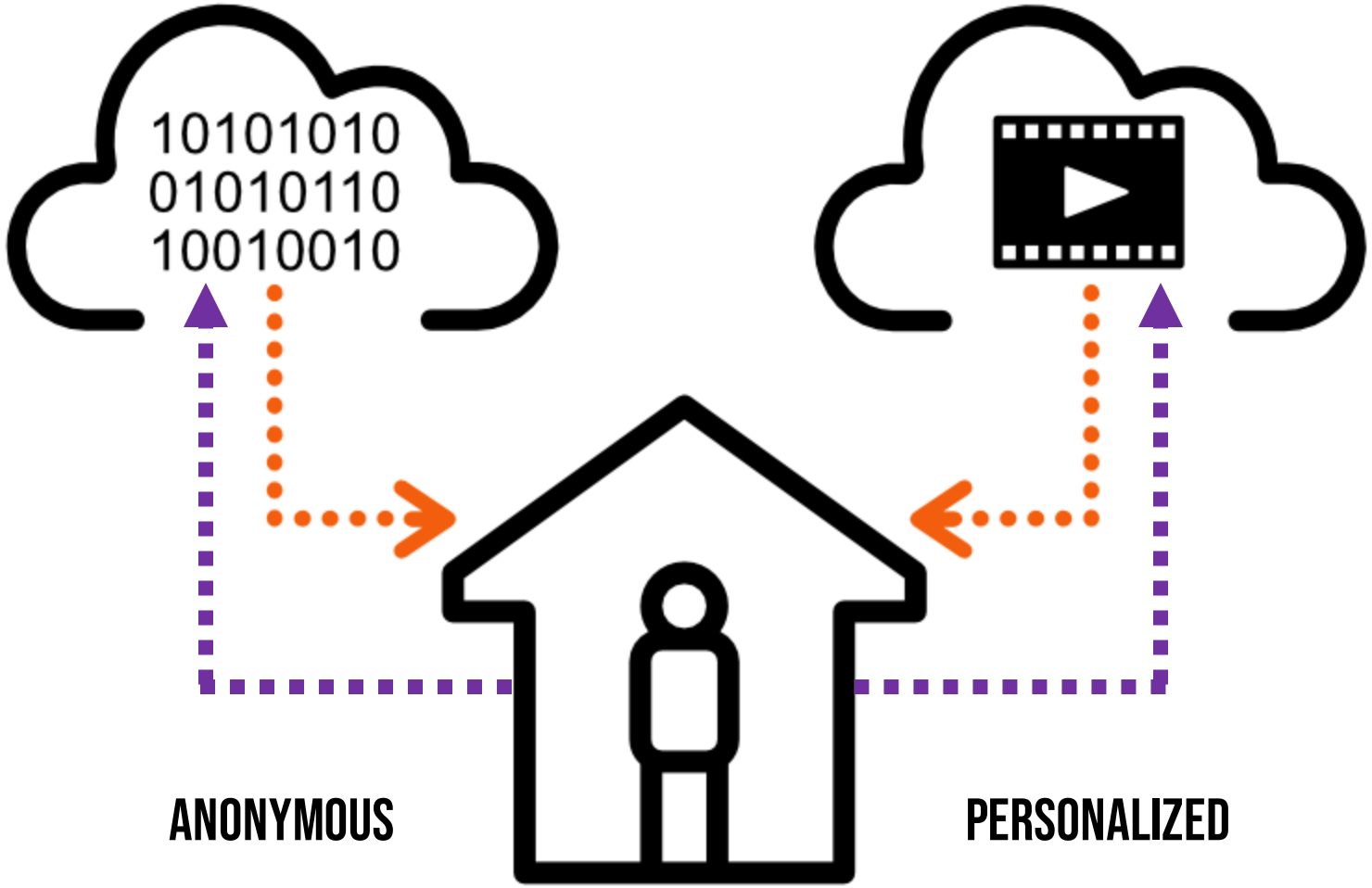
AMSTERDAM (NLD)

RETAIL MEDIA NETWORKS

FROG/HOWARD NUK

DATA-DRIVEN ENVIRONMENTAL OPTIMIZATION

MEDIA-DRIVEN BRANDED EXPERIENCES

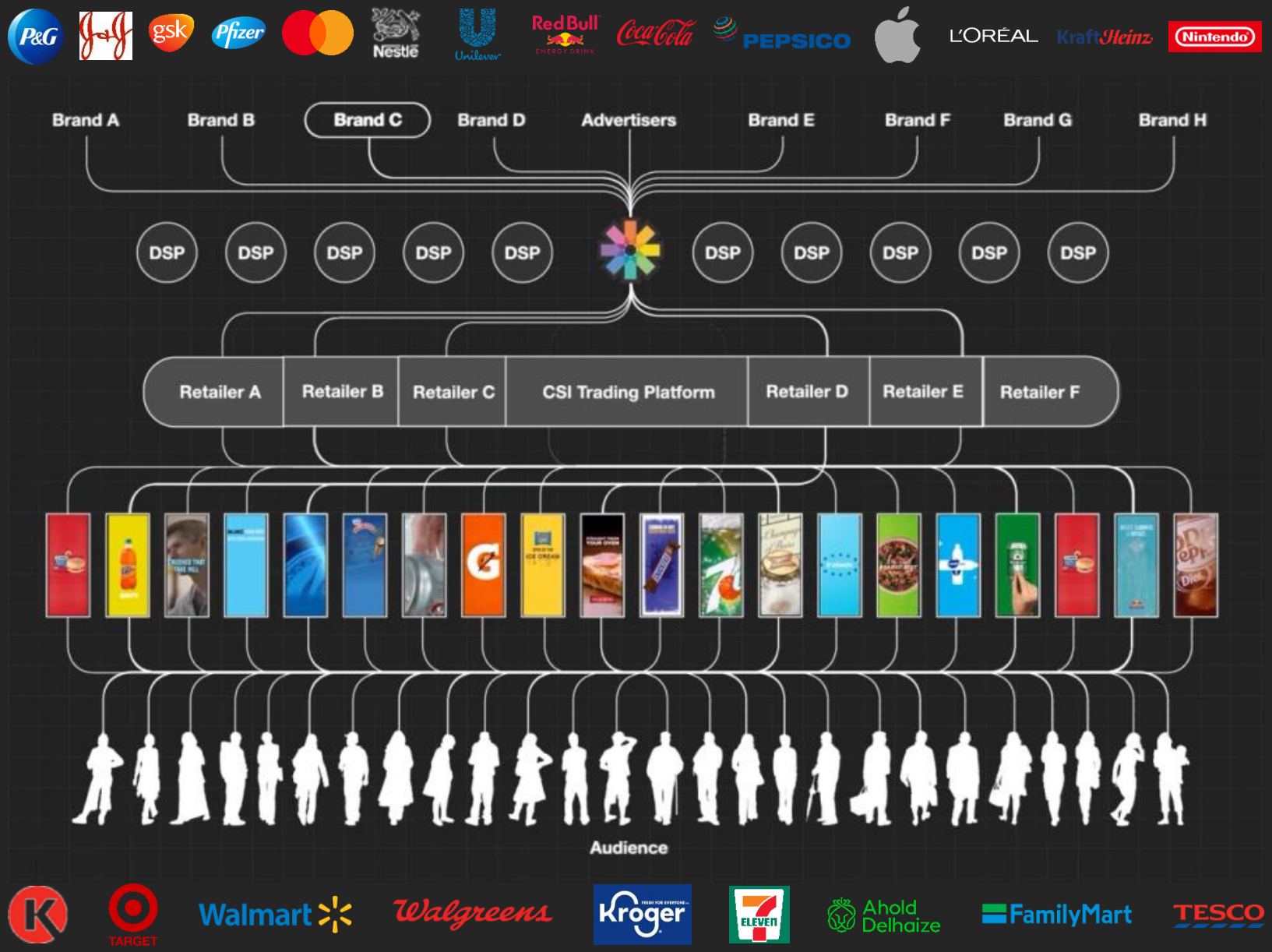


ANONYMOUS

PERSONALIZED

‘The Big Idea’

Cooler Screens is creating the world’s largest digital media platform for retail by tapping into a massive opportunity to monetize the consumer traffic at the point-of-sale in brick-and-mortar.



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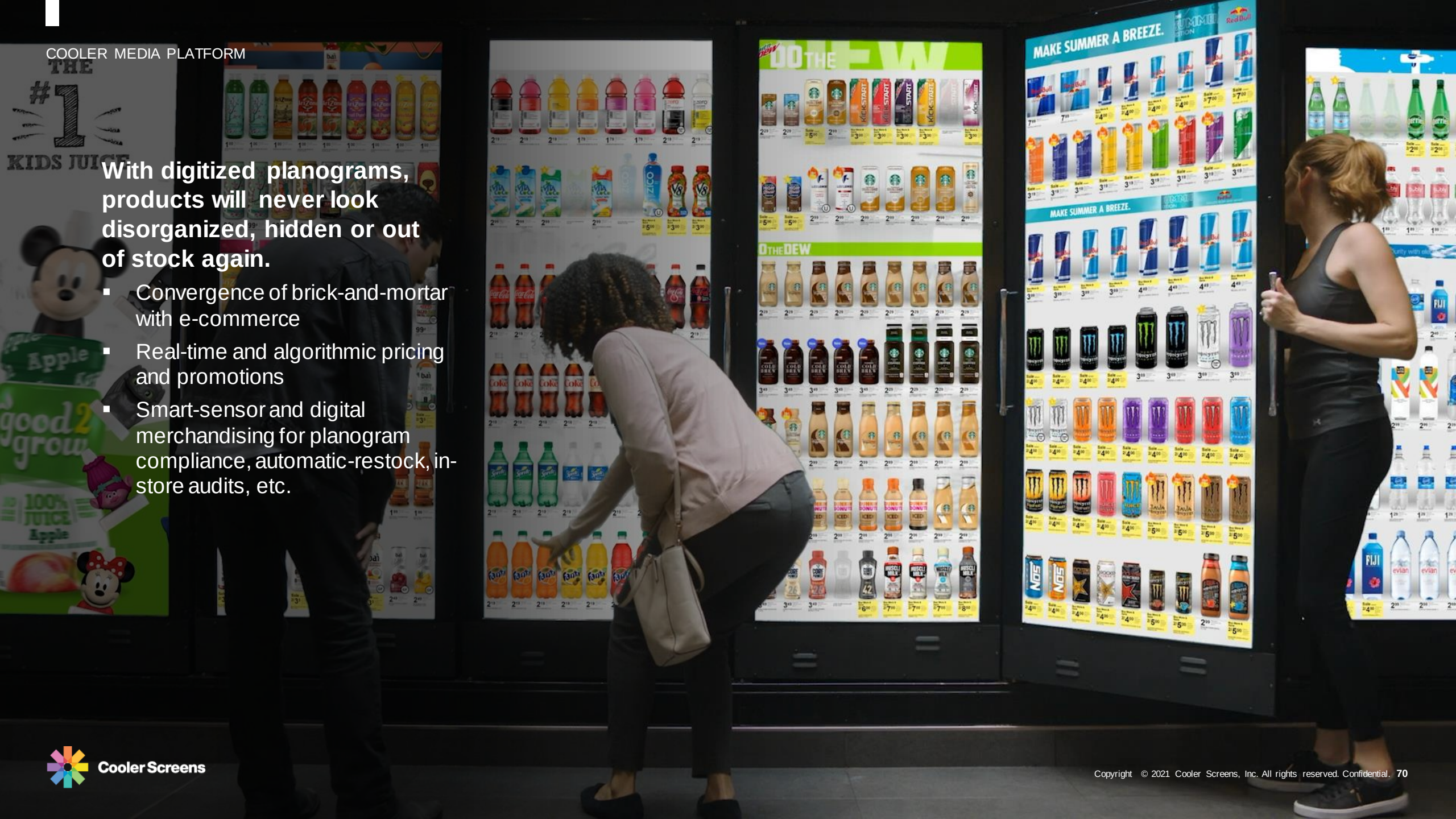

With digitized planograms, products will never look disorganized, hidden or out of stock again.

- Convergence of brick-and-mortar with e-commerce
- Real-time and algorithmic pricing and promotions
- Smart-sensor and digital merchandising for planogram compliance, automatic-restock, in-store audits, etc.

Cooler Screens

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WHAT MAKES AN IMMERSIVE DIGITAL EXPERIENCE?

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BLOG

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