

## Animated Product Showcase

The client is one of the largest slot machine and gaming station manufacturers in the United States, serving the gaming industry for over 50 years with a clear vision of the future. The company is known for continuously improving its product line and bringing in new products with innovative concepts. Being in a highly competitive industry as market leaders, the company relies on a diverse sales force equipped with state of the art tools to retain their dominance in a multi-billion dollar industry.

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### The Challenge

The sales and marketing teams demanded a sales presentation for their prospective and existing customers, and they wanted it to be something phenomenal which separated their products from their competition and the run of the mill PowerPoint presentation. The client wanted to showcase their new range of products at its annual stakeholder meeting and also use the presentation environment as a sales and marketing tool. The challenge was to combine all these elements in a visually pleasing interactive presentation within forty (40) days. Being an offshore project with much more than functional specifications the major challenge was to correctly understand what the client demanded and get it right the first time. Secondly, being an offshore operation, Creative Chaos, has to ensure conference calls twice a day to ensure the customer understood the daily deliverables.

### How Creative Chaos Helped

Creative Chaos (Pvt.) Ltd was confidently selected for this project due to our solid offshore development experience and a portfolio of innovative and creative work. The client wanted to change the traditional selling technique and come up with something new which would surprise the stake holders, a hand picked team of the best resources with relevant experience was prepared, the client explained the concept and initial story boarding was done by an artist to give it a realistic touch; after all the approvals and signoffs the work started with a strategic plan to deliver quality work surpassing clients expectations.

A communication plan was agreed upon based on daily exchange of emails and conference calls through out the course of the project. The project was defined as a highly business critical project because the presentation was meant to be presented at the annual meeting with all the stake holders as audience. The company did not want to give their clients a traditional speech telling what they have achieved, what they have planned and what they envision for the future, instead they wanted to do it through the interactive presentation iwhich showed a car moving on a road and its past achievement coming through as milestones being shown on the rear view mirror with a voice over explaining the milestones their future plans were also highlighted being shown through the wind screen. A car navigator showed what they envision for the future. This gives the audience the complete timeline of the company at a glance while maintaining interest.

A virtual slot floor was designed with a complete range of slot machines and 3D animated characters. Each type of machine has click access which opened a presentation to be presented by different business unit heads of the company. The interactive nature of the presentation not only made it easy to navigate between presentations but also maintained the audience interest and curiosity for the presentation. The team completed the project with in 35 days record time with 5 days left for minor adjustments proposed by the client, after this they were able to confidently present their stake holders and also use the presentation as a unique sales and marketing tool which gave them a highly competitive edge.

## Technology and tools used

Flash  
Flash Action Scripting  
Adobe Photoshop  
Free Hand  
Adobe Premiere  
I clone



Creative Chaos (Pvt.) Ltd. specializes in providing customized technology solutions. Our eclectic client base spans a number of industry verticals across the globe, a distinction that places us amongst the leading technology players in Pakistan.