



The Challenge

National Cinemedia was looking for a partner capable of enhancing their interactive augmented reality experience, branded Noovie ARcade, through a combination of print and digital technology. They approached Vomela with the idea to create arcade-style displays that moviegoers could interact with via a smart phone app. Counter cards and backlit graphics were also needed for promotional purposes.



The Solution

Vomela's strategic design team was the perfect fit for a project of this scope and complexity. Our structural designers started by creating a 3D model to confirm the 8-piece structure could easily be assembled on-site.

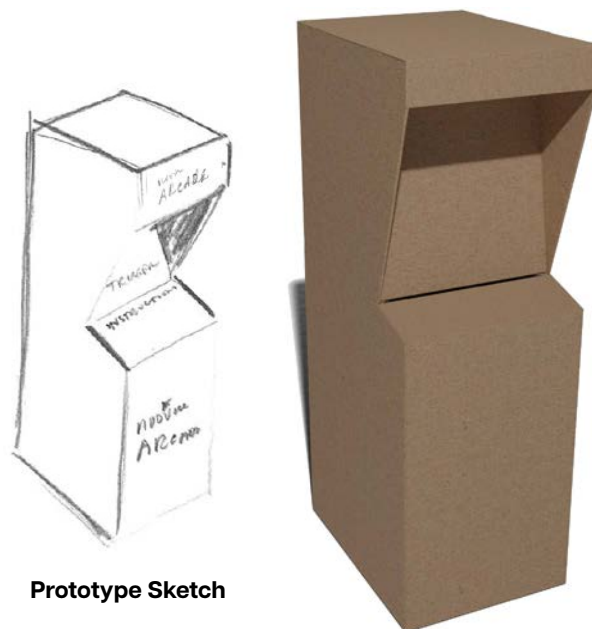
To ensure flawless execution, the structure was rigorously prototyped and tested in-house.

We also created an in-depth set of assembly instructions accompanied by a video.

When the pieces were ready for production, we utilized multiple locations within Vomela's network to get the job done.

They were printed via four-color process on 100# litho label and mounted to B Flute corrugate. The display was die cut, kitted in an extensive hand assembly process, shipped flat and assembled at each location.

This interactive display integrated AR technology via a phone app to play the video game when viewed through a smart phone.



Prototype Sketch



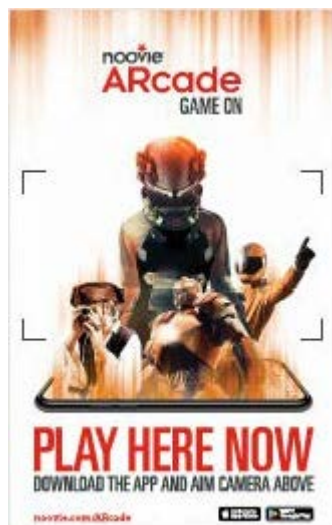


The Result

This project couldn't have come to life without the varied specialties of locations throughout our expansive network. Though it was a project with a wide scope, we were able to offer our client a solution that came together quickly. Once the designs were approved, all of the printed materials were printed, kitted, shipped, and installed within 3 weeks.



Counter Card



Poster

