

2011 NYC International Auto Show

HIGHLIGHTS OF INTERACTIVE & DIGITAL MERCHANDISING DEPLOYMENTS



Participants engaging with Hyundai's Enter to Win kiosk displays

At the 2011 New York International Auto Show on April 22nd - May 1st participants were able to get a firsthand look at up and coming, cars, trucks, features, releases and stunning exhibits. Digital merchandising and interactivity was deeply embedded into captivating consumer displays and the rich marketing mix.

Creative uses of interactive technology and digital merchandising at the show were seen with kiosks, digital signs, games and interactive displays.

The world's best International auto makers and auto maker brands were in attendance and successfully employed a number of digital merchandising initiatives. In order to best highlight their new, upcoming and current offerings, not only did these brands display their cars, but enhanced show participant experience by including interactive technologies like digital screens, kiosk displays, and key integrations of unique games. Wise auto makers integrated mobile applications or social media into their displays.

Kiosks

Brands largely utilized interactive kiosks to display product information and videos. Kiosks employed were standalone models or touch screen models by vehicles and at displays.

Most major auto brands showcased interactive kiosks with touch screen displays with info about their vehicles' engine, parts, and competitive advantage. Kiosks, the most widely used interactive technology at the show, were used primarily to display:

Vehicle information

- Placed by vehicles for price, benefits, features, specs
- Showed specific engine details & specs

Brand information

- Placed throughout displays to show branding, marketing, ads
- Gave users access to request e-brochures about financial options and offerings

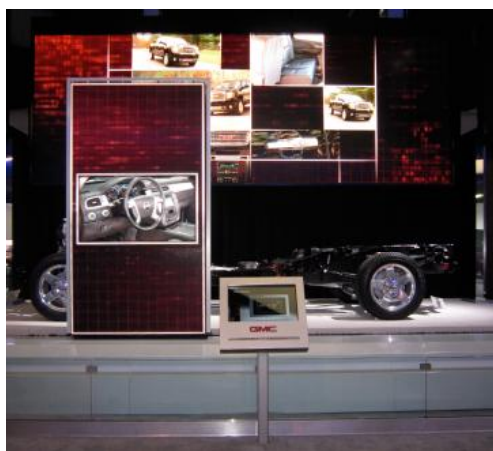
Promotions and Contests

- Gathered participant datas
- Allowed participants to enter contests
- Gave participants access to request dealer contact

“ . . not only did these brands **display their cars**, but enhanced show participant experience by including **interactive technologies** ”



Participants jumped on Mitsubishi's Performance DNA stand-up driving game



GMC truck design 2-tiered digital signage display

Digital Signs

Most auto makers opted for digital over traditional signage to draw participants. The stunning displays that utilized digital signage each competed with one another for participants attention and made for a color-filled show.

Trends : Mobile

Auto brands integrated seamlessly the promotion of mobile applications into their display designs. Whether integrated as a mainstay of their display or an opportunity on their display walls, a number of auto makers had opportunities for show participants to demo the use of their mobile app. Auto makers at the show focused on integrating mobile into multiple platforms whether via kiosk or touch screen display. Many automakers disclosed plans to integrate mobile apps with in dash utilities in the future.



Toyota promotes their new app, Entune, with an interactive kiosk and free promotional giveaways

Toyota Entune

Participants were engaged with Toyota's new mobile application Entune, connect with your car. Entune syncs between a person's mobile device and their car giving them access to useful mobile applications like Open table or XM radio. With a simple user-interface the promotional kiosk played videos upon demand based on a person's touch/selection, which educated them about the application they selected.

Trends : Social Media

Auto makers connected social media to the mix by enabling show participants at many kiosks displays to post their locations and current activity to Facebook, Twitter and other social media outlets. Auto makers provided web access available for show participants to connect with them in the web space and to promote their brands online.

Social media avenues were captured in a number of ways at the show. The automakers with the keenest use of technology provided offerings that allowed participants to post to their facebook page from a kiosk or digital sign.



2011 Chevy Camaro Display with Social Media Connection enabling on-site web publishing

Chevrolet Volt Touch Screen Display

Chevrolet Volt provided a networked touch screen display that allowed participants to choose one of 12 on-screen post card designs and email it to a friend or loved one letting them know they were at the show and connecting with the Chevy Volt.

Chevrolet Camaro Convertible Photo Share System

Built into the Camaro Convertible exhibit was a system in which show participants had their photograph taken with the Camaro. Participants then posted it on-site to one of numerous social media outlets including Facebook and Twitter.



Volkswagen's interactive digital sign used facial recognition to tell whether participants were smiling



Toyota Vision wall featured three large touchscreen displays that engaged participants with the brand



Show participant tests his torque-welding power with the Ford Torque Test

Best in Class Uses of Technology

The uses of technology at the show were ubiquitous making it hard to decide on best picks. See the winners profiled below.

Volkswagen interactive display

Volkswagen displayed a live video feed of the people currently in front of the screen. It then took advantage of facial recognition software that allowed the screen to show prompts directed at the viewer based on the participants facial features. It delivered Volkswagen messages based on whether participants were smiling or not.

Toyota Vision “Touch the screens to explore and discover”

The Toyota Vision wall was a main attraction at the show. The display took advantage of three large touch screens with 60-square feet of content which they used to host an interactive game hosted by a promotional model. The technology was implemented with an attractive user interface.

Both children and adults alike were drawn to the display. They gained useful information about the new Toyota products, Toyota's current corporate interests and the charities that they support.

Buick integrated signage & multimedia for prime show experience

Buick implemented two huge screen and two sets of digital screen displays each one with eight digital screens that showed different aspects of the particular vehicles. The displays showed the interior or exterior of vehicles, product richness and details with marketing messages.

Buick offered an interactive pod shaped enclosure in which people could sit back, relax and watch Buick product videos. The pod had a video screen on the outside and a steering wheel for participants to explore.

Games & Interactive Displays

The 2011 International Auto Show was no stranger to the sleek marketing tactic of the interactive game. Most interactive games centered around the driving theme encouraging show participants to drive virtually indoors while in attendance.

Ford Torque Test

Participants tested their strength with this interactive game. When pulling the lever the screen displayed the amount of torque participants were creating. The display featured a count-down to the time that the lever was to be pulled and motivational messages were displayed on screen during play. This game promoted the Ford Raptor with 6.2L V8 engine.



tC Race Zone used RFID technology and motion sensors to engage participants in the game



Fiat Eco Drive allowed participants to sit inside the Fiat and drive around town at least virtually



Honda's Eco Assist Challenge rewarded drivers for environmentally-friendly driving not fastest time

Scion tC Race Zone

Scion implemented an interactive racing game within the walls of their exhibit space. The game allowed show participants to race a car on-screen using their hands as the controller. Activated using RFID technology and complemented by motion sensors the tC Race Zone game proved fun for most show participants.

Chevy Volt Kinect Game

Kinect Joy Ride featuring Chevy Volt encouraged participants to “test drive” the Volt using their body itself as the controller. With Xbox Kinect technology including infrared technology worked with participants’ bodies to navigate the vehicle on screen and through the game interface. There were 2 Kinect Game displays available at the show with promotional models to assist.

Fiat EcoDrive

Getting literally an “in the driver’s seat” look at the Fiat, show participants used the controls in-car to dictate the actions on screen. The game was fully interactive as participants were able to utilize the pedals, steering wheel, and gear shifter during play to move the vehicle on screen.

Honda EcoAssist Challenge

Honda shed light on their internal eco-friendly driving efficiency system. They created a driving game that simulates the system at work. Participants learned about EcoAssist system that’s built into Honda’s CR-Zs and the Insight. Participants played for the environment by driving wisely and education in learning of Honda’s offerings.

Brands represented were:

- Acura
- Aston-Martin
- Audi
- Bentley
- BMW
- Chevrolet
- Chrysler
- Dodge
- Fiat
- Ford
- GM
- Honda
- Hyundai
- Infinity
- Jaguar
- Jeep
- Kia
- Land Rover
- Lexus
- Lincoln
- Lotus
- Mazda
- Mercedes-Benz
- MINI
- Mitsubishi
- Nissan
- Porsche
- RAM
- Rolls Royce
- SAAB
- Scion
- Smart car
- Suzuki
- Toyota
- Volkswagen
- Volvo