

Case Study

Client: IØM Galadari LLC

## Interactive Presentation



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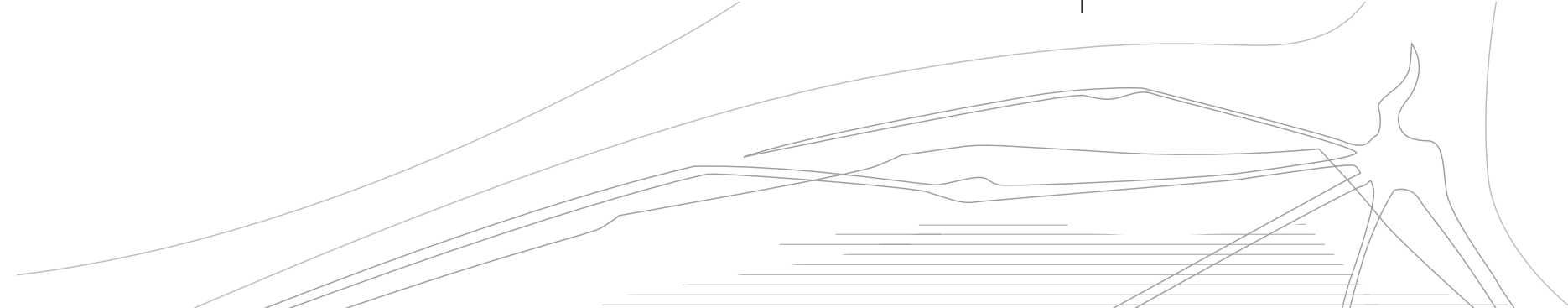
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The aim of this project was the development of an interactive and database driven application based on Flex for touch-screen displays. The application was to be easily scalable in order to integrate new content. Project management as well as content management played a vital role for this project.



**Project** Interactive Presentation

**About the Client:**

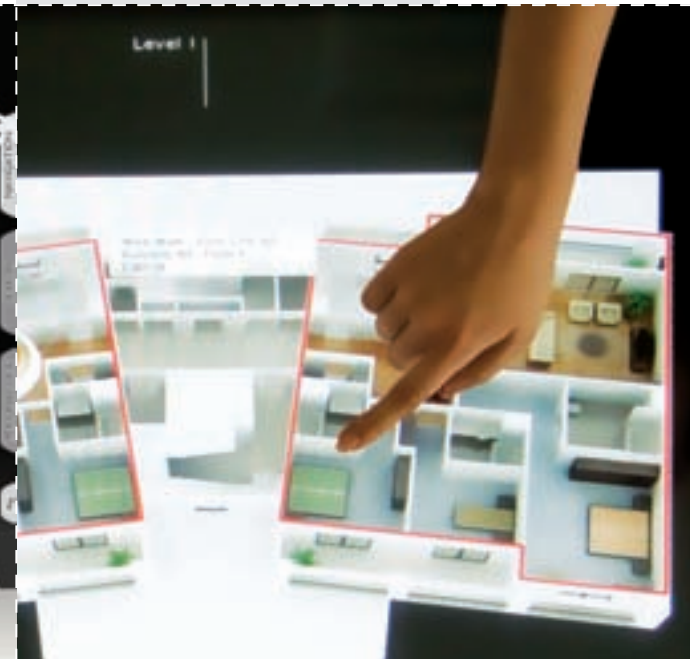
**Client** I&M Galadari LLC

I&M Galadari LLC

**Project Duration** 8 weeks

**Realisation**

Visionate developed an interactive and database driven application based on Flex which was designed primarily to run on large touch screen displays at the launch event for the Galadari project City of Arabia. Visitors of this event were meant to be informed in the best way possible about the planning and development of this project. Visionate was responsible for the project management, the develop-



**Services** Rich Internet Application, Digital Operational Concepts (GUI), Realtime Datavisualisation, (Enterprise) Content Management System (CMS), Graphic Development, DVD / CD-ROM , 3D Visualization, Flex

This tradition is being continued by the Ilyas and Mustafa Galadari Group nowadays.

**Scope of Work** The aim of this project was the development of an interactive and database driven application based on Flex for touch-screen displays. The application was to be easily scalable in order to integrate new content. Project management as well as content management played a vital role for this project.

I&M Galadari is a versatile organisation with a high reputation which is located in Dubai. Its portfolio includes real estate, agencies for foreign companies, food storage, jewels, cars and transportation amongst others.

**Technical Features**

- Flex 1.5
- Connect to CRM system of I&M Galadari

One of the most important missions for Galadari is to establish its flagship project City of Arabia as a prospering community in Dubai.

**Conceptual Features**

- 3D Masterplan
- 3D Floorplans
- Unit Search Engine for CRM Units
- Sales status presentation

ment of the application as well as for design and content. The application is based on the Macromedia Flex server technology and is easily scalable in order to allow for the integration of new content.

The content was displayed on horizontal interactive tables, so called Interactables, which showed further information about the residential and retail areas of the City of Arabia. The use of the Interactables allows access to all aspects of the project and the application also includes information about I&M Galadari as a company. Users can easily navigate the application due to an intuitive graphical user interface as well as a well thought out navigation concept.

The application is connected to a database via a CMS which was developed by Visionate. This allows the integration of additional projects into the application. With the depiction in 3D it was possible to create an appealing and descriptive demonstration of the spatial situation and infrastructural coherence.

