

Case Study

Client: Dubai Properties

Framework For An Interactive Presentation



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The aim of this project was to develop a map-based presentation of the client's real estate projects, for the use on touch sensitive interactive tables. Visionate was responsible for the project management and all content while w3design worked on the development and design for the project.



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Project Framework For An Interactive Application / Presentation

About the Client:

Client Dubai Properties

DUBAI PROPERTIES

Project Duration 2 weeks

Dubai Properties is part of Dubai Holdings and has a versatile project portfolio for the real estate sector.

ted. Despite the heterogeneous data it was possible nevertheless to create a homogeneous design and overall impression of the final presentation.

The content was displayed on horizontal interactive tables. Users can easily navigate the application due to an intuitive graphical user



Services Rich Internet Applications, Digital Operational Concepts (GUI), Flash Animations, Graphic Development, Logo Animation, Flex

The company which is headed by executive chairman Hashim Al Dabal was found in 2004 and currently has about 1,000 employees.

interface as well as a well thought out navigation concept. Overall the presentation is kept as simple as possible in order to be self explanatory.

Scope of Work The aim of this project was to develop a map-based presentation of the client's real estate projects, for the use on touch sensitive interactive tables. Visionate was responsible for the project management and all content while w3design worked on the development and design for the project.

The company's goal is to please its customers and help to improve the growth of Dubai.

In order to interest visitors of a trade fair in the application which runs on a touch screen display, even at times when the presentation is not used at that specific time, a special screensaver as well as animated logos were developed and designed.

Technical Features - Flash

Dubai Properties was granted freehold status in 2006 which allows non-residents to acquire property in especially designated areas.

The presentation/application is extendable and its content maintainable. A special characteristic of this project was the fact that the application was developed for an unfamiliar hardware on which the project could not be tested before delivery.

Conceptual Features - very short production time

Realisation In cooperation with w3design, Visionate developed a map-based presentation for the projects of Dubai Properties. For presenting these projects, short films and slideshows as well as texts and images were used. A special challenge was the differing amount of available content for the different projects which should be present-