

Case Study

Client: Dubai Silicon Oasis Authority

Interactive Sales/ Presentation Application

more of tomorrow →



The aim of this project was the development of an interactive application for presenting projects under construction in the sales center of the client. This included the presentation of industrial- and development sites as well as villas, apartments and retail areas.



Hanover - Dubai

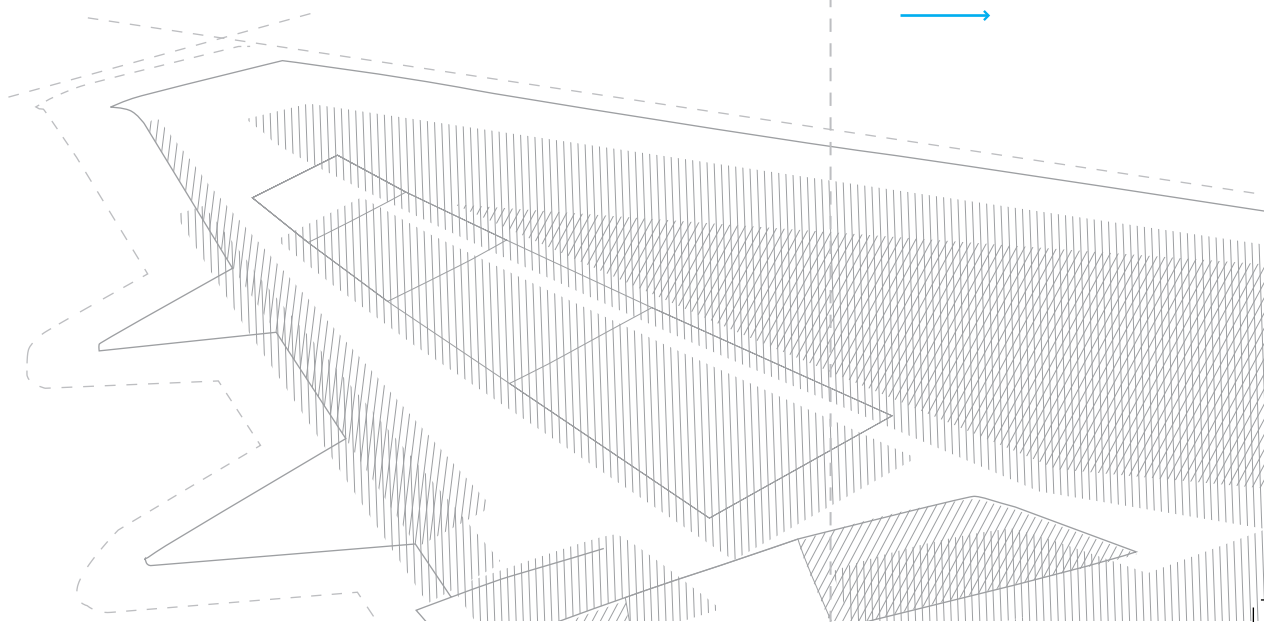
Headquarter
Leisewitzstr. 4
30175 Hanover

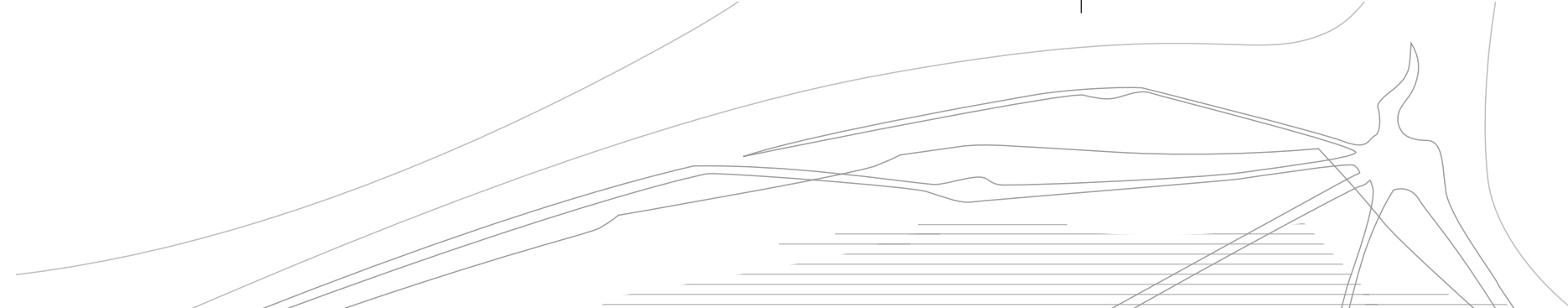
Germany

Fon +49 (0) 511 - 16 92 98 - 0
Fax +49 (0) 511 - 16 92 98 - 11

info@visionate.com

→ www.visionate.com





Project Interactive Showroom Application

About the Client:

Client Dubai Silicon Oasis Authority

DUBAI SILICON OASIS AUTHORITY

Realisation

Industry Real Estate

Visionate developed an interactive showroom application based on Adobe Flex for the Dubai Silicon Oasis Authority, which is aimed to run primarily on interactive presentation tables, so called Inter-actables, in the sales center of the client. The most important function of this application is to inform visitors of the sales center about the plans and constructions of DSO. In addition to this the

Project Duration 8 weeks

The Dubai Silicon Oasis Authority (DSOA) belongs to 100% to the government.



Services Rich Internet Application, Digital Operational Concepts (GUI), Graphic Development, DVD / CD-ROM, 3D Visualisations, Flex, Flash Animations

According to the company one of the chief tasks for DSOA is to make it as easy as possible for companies and families to settle in Dubai. Dubai Silicon Oasis is a construction project encompassing 7.2 square kilometers and which strives to unite business and private life in one community.

interactive application is supposed to be connected to the existing CRM system in a second phase and hence to allow an easy entrance into the sales process with one click only.

Scope of Work The aim of this project was the development of an interactive application for presenting projects under construction in the sales center of the client. This included the presentation of industrial- and development sites as well as villas, apartments and retail areas.

Clients of DSOA experience all information with the help of this application and get to know all aspects about the general infrastructure as well as special details such as design, location, villas and residential-, commercial and retail areas.

Technical Features - Flex 2.0

The idea behind the chosen presentation is based on the fact that clients usually have an easier time understanding once they see the according concepts and ideas visualized. Experience has shown that 3D images and videos support the sales process immensely.

Conceptual Features - 3D Masterplan
- Explaining the project and it zones by the use of colored highlighted layers

An intuitive graphical user interface allows sales agents as well as clients an easy and immediate start with the interactive application.

