

# 7+1 Experience

## Concept Brief



Capital C and KPM / August 23, 2007



# The 7 in 2007



**In 2007 Toronto Autoshow, Nissan made a leap by showing information in a new and innovative way, a Switch Wall technology with a rear projection. The display was intelligently integrated into the event booth wall and showcased a prototype of Nissan Urge. The result was a unique experience few visitors could resist.**

# The 8 in 2008

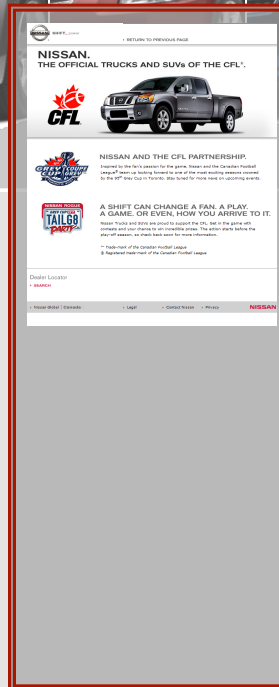
1

In 2008 Autoshow, we want to **continue capturing attention** of all visitors with captivating presentation and content, but we want to take it further...



2

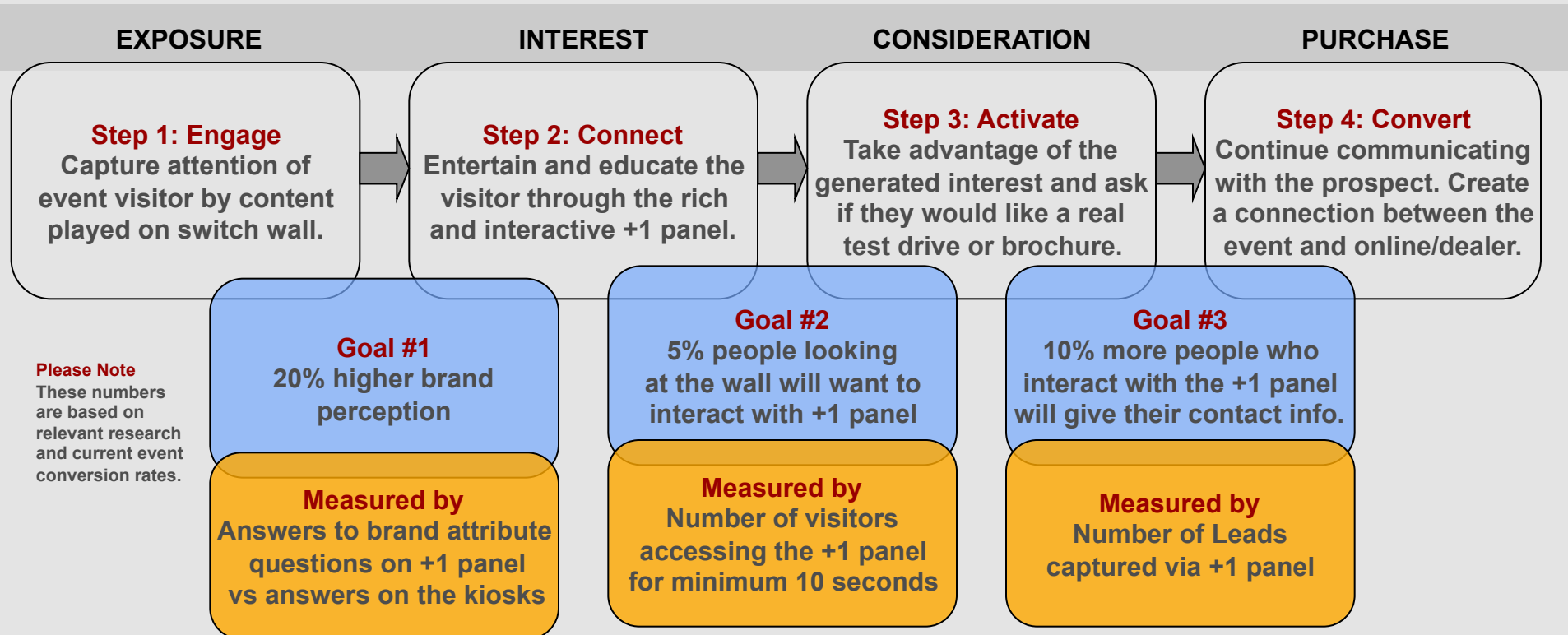
**Convert visitor attention into interest** by creating the ability to show info about specific vehicle they are interested in through simple yet powerful interactive experience.



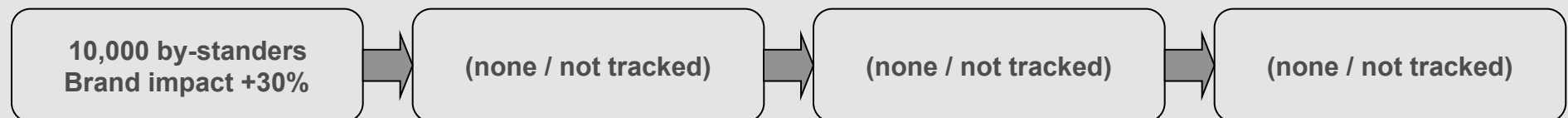
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**Convert visitor interest into a lead** by adding the ability to capture Contest entries, Brochure, and Test Drive requests. These request can be uploaded to Nissan and Dealers nightly.

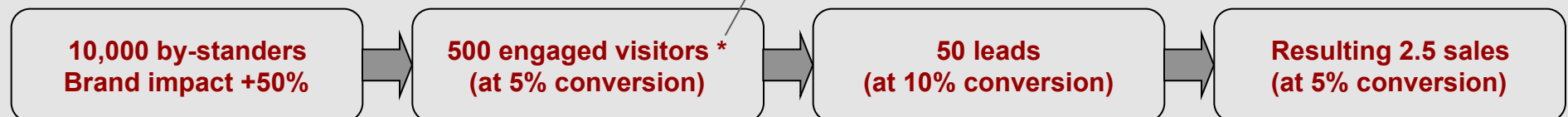
# Expected Goals & Results



**Last year's results (brand impact based on kiosk brand attribute questions):**



**Expected results for Toronto Autoshow:**



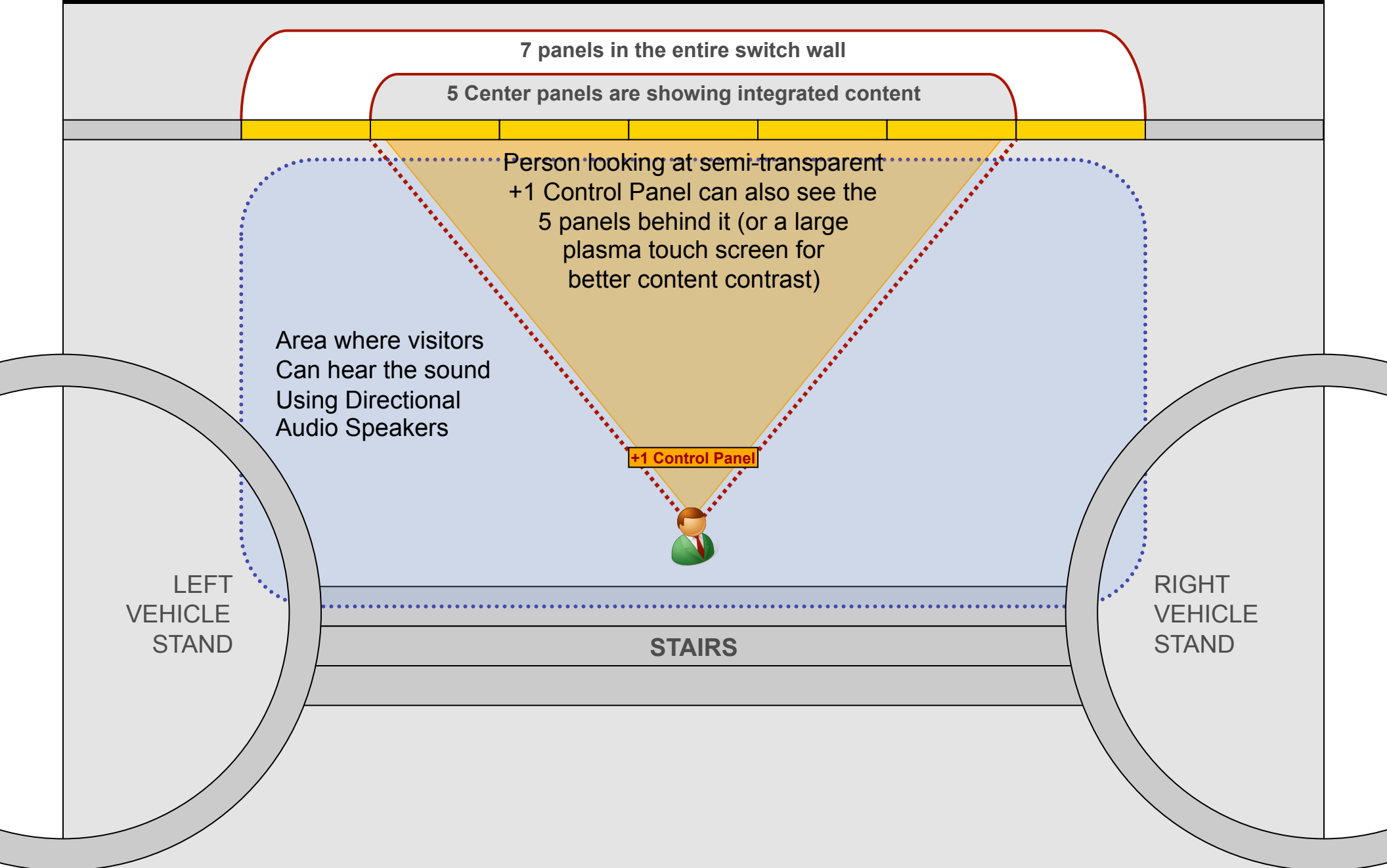


# +1 Control Panel Location (front view)

Located a short distance from the wall itself, the +1 Control Panel is semi-transparent allowing full view of the wall behind it (or large plasma screen). Its central location also makes it visible from every area of the booth.

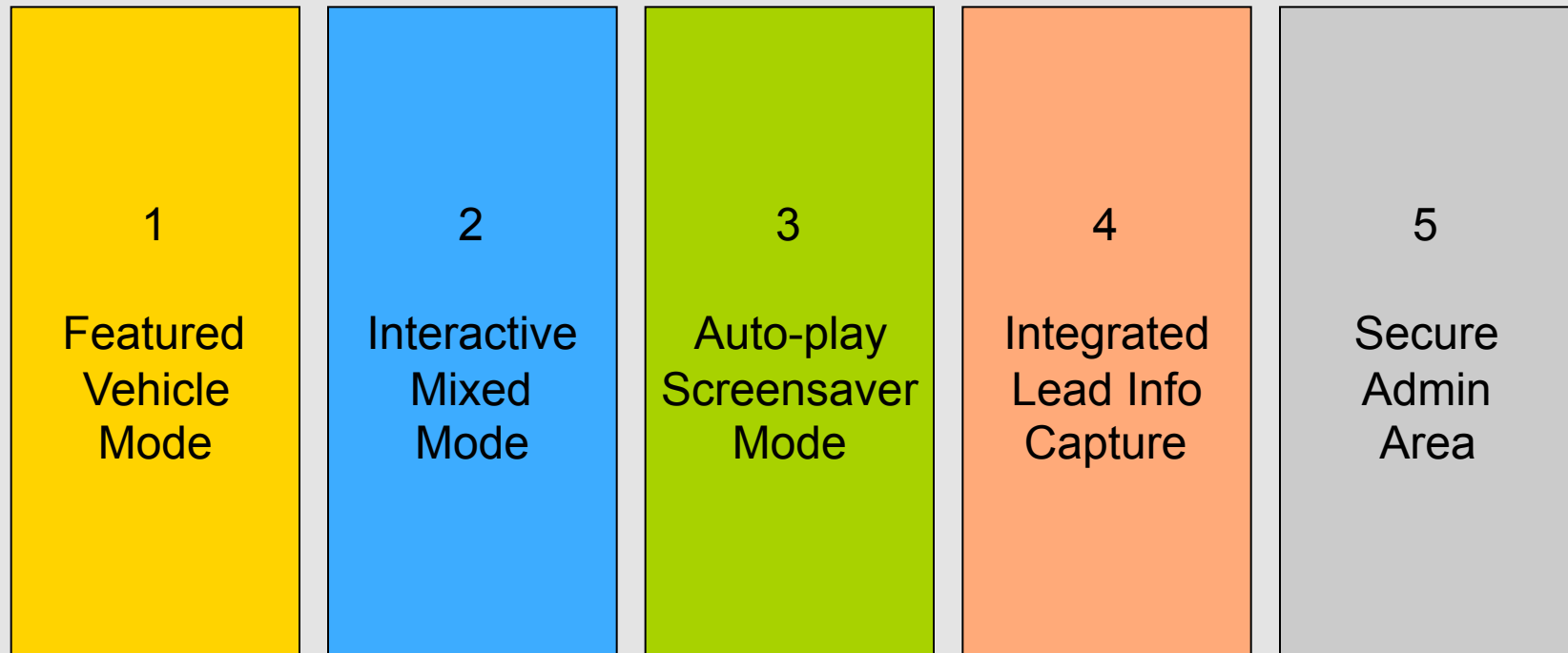


# +1 Control Panel Location (overhead view)

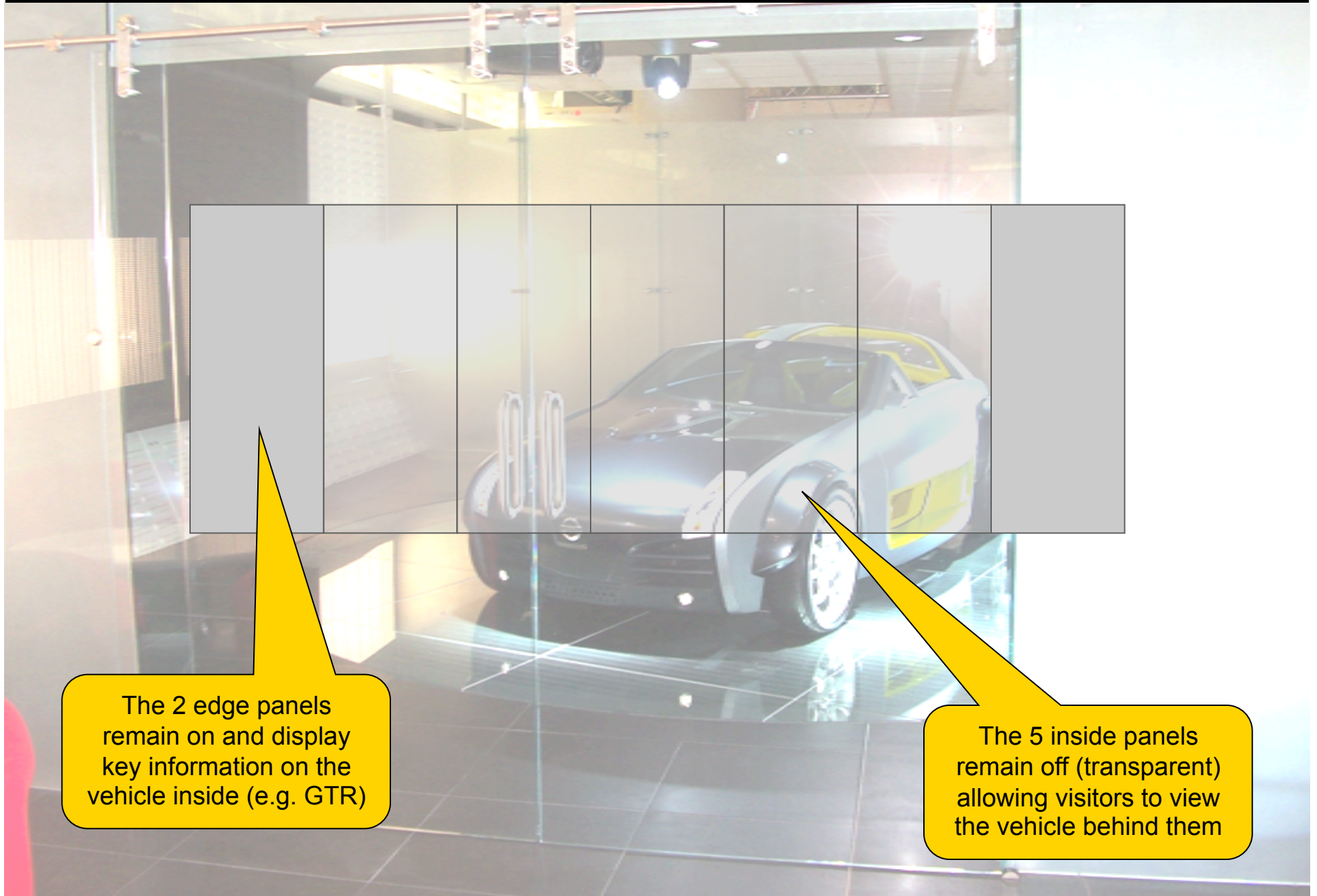




# +1 Panel... the difference of being in Control



# 1: Featured Vehicle Mode



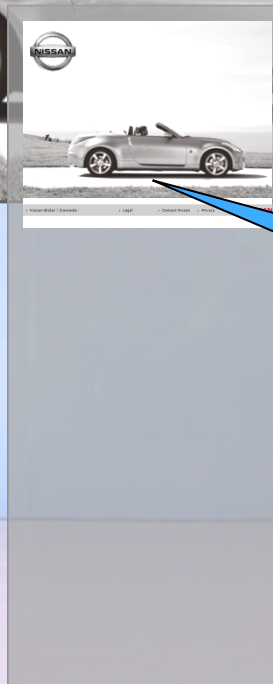


## 2: Interactive Mixed Mode

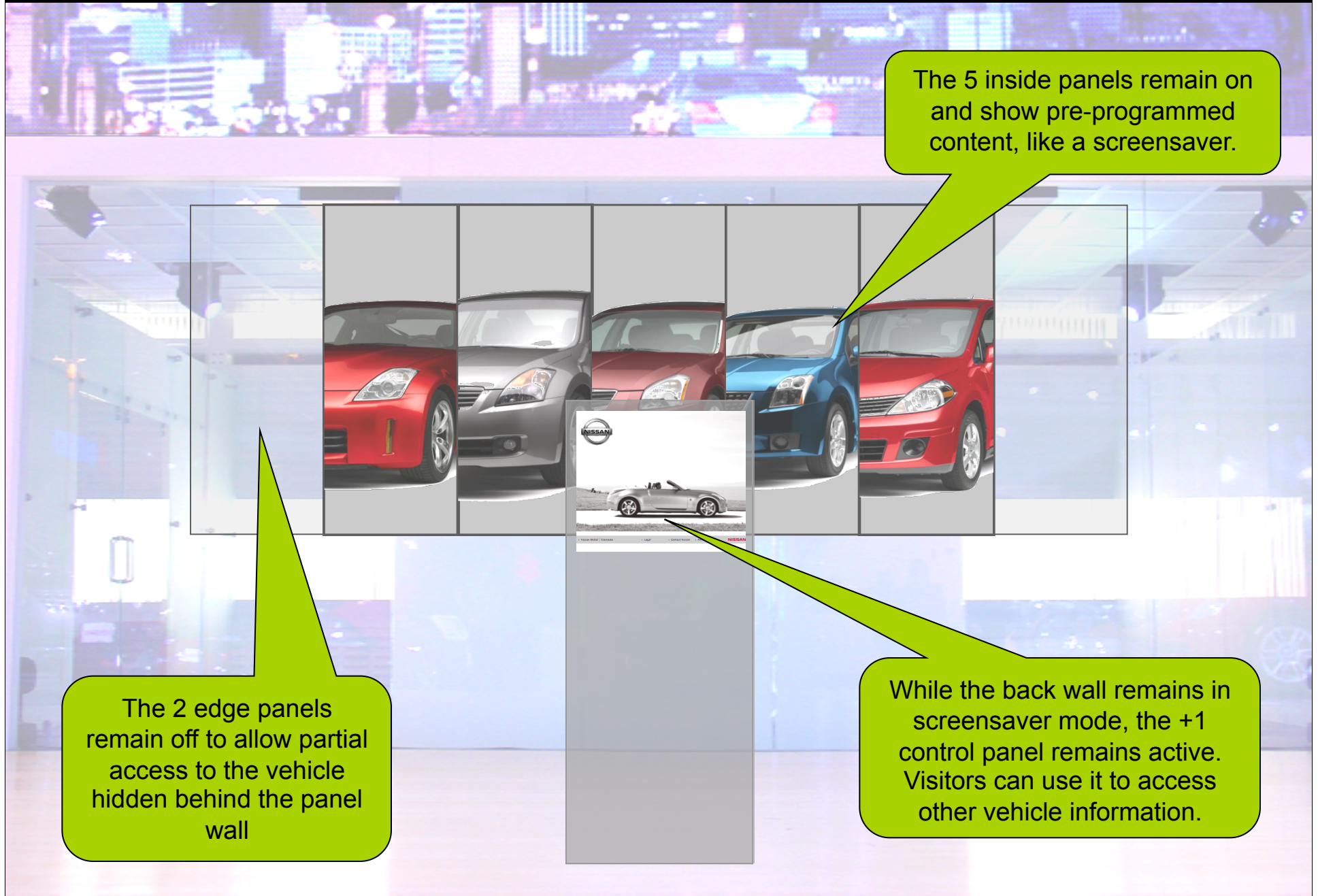
The 5 inside panels remain on and show content based on actions performed on the touch-sensitive +1 control panel

The 2 edge panels remain off to allow partial access to the vehicle hidden behind the panel wall

Touch-sensitive +1 control panel acts as an interactive space allowing visitors to access vehicle-specific information and view key related content on the big wall, NOT simply showing the same content as the +1 control panel.



### 3: Auto-Play Screensaver Mode

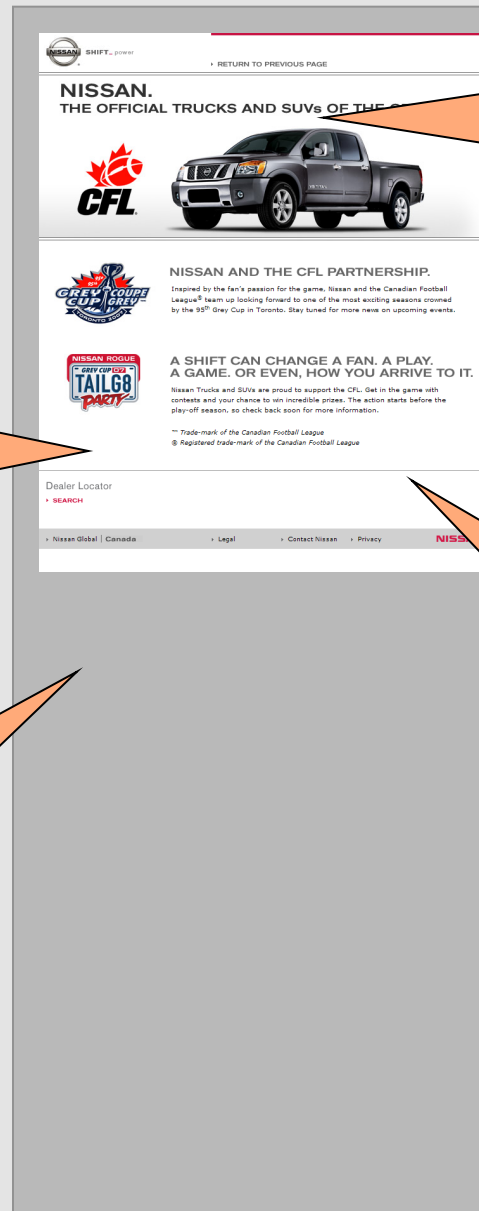




# 4: Integrated Lead Info Capture

The interactive +1 control panel will feature an on-screen keyboard to allow visitors to enter their contact information.

The interactive +1 control panel will include a back-up solution to run even if the big wall is not present (and can therefore run in all Autoshow locations).



The interactive +1 control panel will also allow visitors to request information (contest entry, general info, brochure, test drive) for all Nissan vehicles.

The interactive +1 control panel is run by a standard computer, connected to the Internet, and with full ability to upload lead information on daily basis.

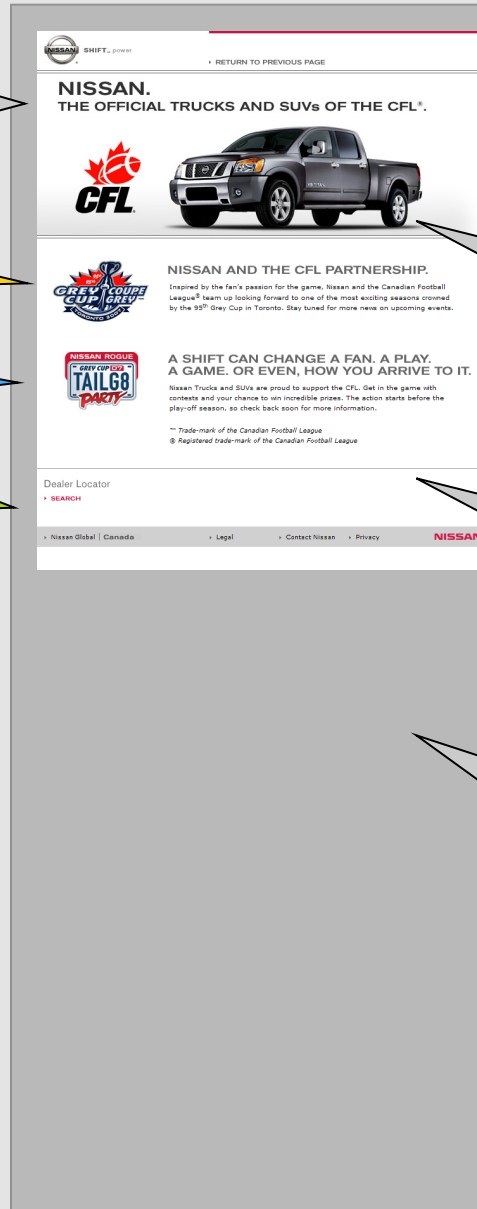
# 5: Secure Admin Area

At any time, a trained CSR can access a secure admin area to trigger the 3 modes:

1. Featured Vehicle Mode

2. Interactive Mixed Mode

3. Auto-Play Screensaver Mode



Admin area can be used to provide basic metrics like # of leads captured.

Admin area can be used to upload captured leads to Nissan server for processing.

Admin area can be used to train CSRs and admin staff on the use of the +1 Control Panel, Pocket PCs, as well as kiosks.