

Coca Cola Japan – Eco Products 2008

Coca Cola Japan attends the Eco Products 2008 Tokyo exhibition with the ViP Interactive Foil



Their main aim was to present pictorial evidence of their future factories, introducing the stages of Production, Sale and Distribution, Collection/Recycling, and CSR along the product life cycle of Coca Cola's products. To achieve such creativity and innovation LCD Screens integrated with touch interactive foils were used creating attractive and inviting touch displays.

Ease of Application to Glass

DENTSU and DENTSU TEC considered the concept of visitors being able to enjoy the exhibition experience whilst learning a great deal about how Coca Cola focus on their environmental and recycling responsibilities. By simply applying the interactive foil to a sheet of glass the experience became a virtual tour of the new Coca Cola production plant.



When guests entered the entrance they passed three displays, the first of three had the production line as the main focal point. The second display presented information about the process of the company's sale and distribution with the third display dedicated to the process of

collecting and recycling used PET bottles and how Coca Cola act responsibly towards reducing CO2 emissions. Furthermore, a fourth display was installed providing an interactive museum of Coca Cola's corporate social responsibility.

The installed displays were four LCD Screens, three of which were 65" and one 52" display each presenting an Adobe Flash Player output. To highlight the strong focus on recycling not only did the exhibition promote protection of the environment, but it did so in an environmentally friendly manner even adopting recyclable materials to construct the booth itself therefore promoting environmental issues both in the virtual interactive world and in the realistic surroundings of the exhibition.

Large images of the production facility were presented on the screen encouraging the user to touch specific key points. Once touched, further information was displayed to the guest. Mr Uehara of Dentsu Tech stated that a main benefit of touch interactive screens is that, "The guests can choose their own theme and obtain specific information based on their touch activity, rarely seen at any other conventional exhibition stand".

Dentsu Tech's concept obviously mirrors the enjoyable and pleasurable experiences that customers associate with Coca Cola's product range.

Intuitive Touch

The ViP Interactive Foil is a thin, flexible plastic laminate, easy to apply directly to glass surfaces. The innovative product was ideal for this type of project due to its re-usability and cost efficiency, meeting all expectancies to provide valuable information without printing multiple paper brochures and manufacturing needless information stands.

For Coca Cola's exhibition the Interactive Foil was laminated onto sheets of glass then integrated within

the LCD Screens. Attached to the foil is an electronic control board, either USB or Serial connector versions, which is connected to the PC. Projected Capacitance Touch technology provides the through glass touch capabilities with the foil's micro thin array of sensing wires embedded within the material. This unique and innovative touch technology allows the guests' touch to perform traditional mouse functions. Such installations require no previous expertise or professional knowledge and are not limited to LCD format. The flexibility of the interactive foil opens up the possibility of touch interactive projection displays, and the sense of touching floating images, as expressed by Tom Cruise in the film *Minority Report*.

“The Interactive Foil widens the possibility of expressing information to varied audiences furthering the ability to satisfy the needs of the exhibition booth. From children to adults, linking music, sound effects, web and animation” said Mr. Fukushi of Dentsu Tech.

Mr. Yano from Dentsu Tech who was responsible for the content provides further comment. “The displays were produced from the perspective of younger audiences resulting in the entire screen being within reach, and all information within sight, of the children attending the booth.

The interactive foil can support screens up to 116” in size (16:9 display format) and 96” (4:3 display format) enhancing shop window promotions and providing potential customers with as much information and encouragement as possible. Once used, the foils can readily be converted to meet other exhibition requirements at other locations, once again highlighting the cost efficiency of the product and increasing the durability of such a unique and creative communications tool.

For more information about Visual Planet or the ViP Interactive Foil please [Contact Us](#).

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