

CASE STUDY

Hurtigruten: Touchscreen Display

500

Interactive Touchpoints

- Customised UI for 55" screens
- 4x Experiences Created
- Portrait Mode Development
- Delivered in iPad compatible format

CHALLENGE:

Hurtigruten needed a visually engaging, touchscreen experience to promote its expeditions and cruises at exhibitions. With a distinct look-and-feel and a host of information to communicate it needed to find a solution that was flexible.

SOLUTION:

At Hurtigruten's request, the V-Ex development team built and implemented a 'portrait mode' update along with customisable hotspot sizing. Our talented content team then uploaded nearly 500 pieces of content, including custom-creating pages for Itineraries, Excursions etc, built into beautiful graphics designed as a team effort by our graphics and 3D team.

RESULT:

On 15th and 16th October 2022, the content was displayed across four in-built 55" touchscreens and four iPads featured on the Hurtigruten stand as part of the Sustainability Show. This will now be incorporated within other shows across 2023.