

WIRING THE SUPER BOWL

From the NFL Experience to Super Bowl City to Levi's Stadium, no technology partner had as much action at Super Bowl 50 as Helios Interactive

Encompassing an incredible 120 technology engagement points across the Bay Area, we take you inside all of Helios' digital+live activations



Touch experiences. Gesture interactives. Augmented reality connections. Cutting-edge virtual reality. Next-generation photo and video activations. To say it was a busy weekend for the team at Helios Interactive would be, well, *putting it mildly*.

The Bay Area-based experience design studio, well-known for its engaging digital experiences, created and deployed more than a dozen high-tech interactives at Super Bowl 50. From Hyundai and SAP to Visa and the NFL, your Helios Tech Tour begins right now.

THE NFL EXPERIENCE. Helios activated both sides of the NFLX extravaganza at Moscone, with a mix of touch engagements, photo interactives and the first-ever 3D scan used at an NFL event.

NFL Super Bowl Rings

Technology Classification: Touchscreen Experience

Turnaround Time: 8 Weeks

Summary: The NFL wanted to add a little *oomph* to the NFLX experience by having Helios photograph multi-angle sequences of each of the actual rings, then create a touch experience that allowed consumers to browse (by team or decade) through any of the 49 rings—all in all, giving them a new way to view all sides of their favorite team's most prized possessions.

NFL Super Bowl Ticket Configurator

Technology Classification: Photo Activation

Turnaround Time: 7 Weeks

Summary: Using all 49 past Super Bowl ticket designs, Helios created a digital photo experience that allowed fans to utilize the ticket as interactive art to create a custom takeaway. Fans could browse through all of the SB ticket art from the past, and choose their favorite to be sent and shared along side a photo of themselves as a personalized souvenir.

NFL Hall of Fame Displays

Technology Classification: Transparent LCD

Turnaround Time: 8 Weeks

Summary: A unique digital way to showcase memorabilia from seasons past. Using transparent LCD displays and enabling them with touch content overlays, Helios was able to create a never-before-seen way to give items from the rich history of the NFL a digital upgrade. Guests could trigger stats, facts and content to play "over" the transparent memorabilia displays.

NFL Hall of Fame Bust

Technology Classification: 3D Camera/Scanner

Turnaround Time: 9 Weeks

Summary: Using the first-of-its-kind combination of a Kinect and a Surface tablet in an event interactive, the experience let fans have their own "moment of enshrinement." Visitors entered a room outfitted with a depth camera and computer, manned by NFL brand ambassadors. While sitting, a 3D scan of their head was captured, then processed into a digital (hence shareable) bronzed statue similar to what is seen in the Hall of Fame.

Hyundai Legendary Photo Opp

Technology Classification: Augmented Reality

Turnaround Time: 7 Weeks

Summary: Hyundai and agency Advantage International wanted a unique way for fans to interact with NFL greats. Helios developed the Legendary Photo Opp, an augmented reality interactive that allowed fans to get "up close and personal" with Steve Young, Marcus Allen, Jerome Bettis or NFL cheerleaders. Guests selected their favorite option and then interacted with the AR version of their pick, resulting in a shareable photo to send to friends and family.



SUPER BOWL CITY. The crowds went wild for Helios' bay side interactives, which included virtual reality immersions, energy-generated selfies and more.

Hyundai Human Powered Selfie

Technology Classification: Energy Generation Interactive

Turnaround Time: 6 Weeks

Summary: Designed to hype the car company's focus on sustainability and electric vehicle technology, the footprint used specially designed floor "energy tiles" that actually generated and collected energy from individuals moving on them. For Hyundai and agency Advantage International, Helios was able to create a photo experience that was literally powered by the fans. The energy tiles had internal generators that activated as users walked/jumped on them—when a certain threshold of wattage (about 18) was reached, a photo was snapped.

SAP Quarterback Challenge

Technology Classification: Virtual Reality

Turnaround Time: 10 Weeks

Summary: For SAP and agency GMR Marketing, Helios' VR game took the consumer and put them in the shoes of the quarterback. Fans wore a VR headset and were (digitally) launched into Levi's Stadium. A coach's voice put them through several training drills, then an actual in-game scenario. At the conclusion, the fan received a personal QB rating based on performance.

Visa Everywhere Lounge Gridiron Experience

Technology Classification: Virtual Reality

Turnaround Time: 8 Weeks

Summary: A high-end VR engagement to match Visa's high-end hospitality-anchored Everywhere Lounge, which overlooked SB City. The fully immersive interactive used HTC Vive, the most advanced virtual reality experience (laser-tracked controllers and headset, enabling greater user mobility than other VR experiences). Guests put on the headset and were immediately immersed in a full 360-degree experience featuring several virtual activities. For instance, users could create their own half time show (including pyrotechnics and fireworks), practice throwing virtual footballs or cheer on their favorite team with digital pom-poms.

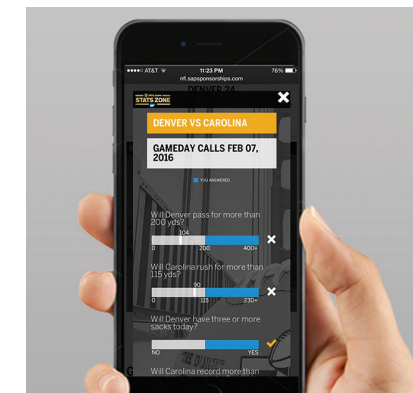
LEVI'S STADIUM. The Helios magic extended from downtown San Francisco to Levi's Stadium, where the tech leader executed digital+live engagements across Fan Plaza, the stadium concourse and several VIP suites.

Hyundai 180-Degree Catch

Technology Classification: Bullet GIF Camera

Turnaround Time: 7 Weeks

Summary: At Fan Plaza outside the stadium, Hyundai and agency Advantage International wanted to offer a special photo experience. Helios created the 180-degree "bullet time" GIF, which focused on fans leaping onto a crash pad to show off their receiving skills—



while Helios captured the image of a stadium backdrop (at their full-extension point during the dive, *naturally*). The camera angle rotated around the consumer, providing an amazing "Matrix"-style shot.

SAP Game Day Calls

Technology Classification: Touchscreen Experience

Turnaround Time: 6 Weeks

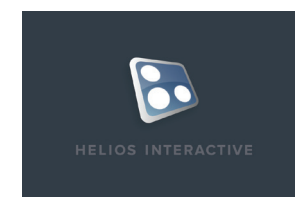
Summary: For SAP and agency GMR Marketing, Helios created a predictive game (driven by SAP's HANA platform) that allowed visitors at Levi's Stadium to predict how the big game would go. Would the Panthers rush for more than 100 yards? Would the Broncos get more than three sacks? Fans inputted their answers; after the game they received a grade based on the results, from "Rookie" to "All Pro." (This was also executed at SAP's downtown hospitality suite.)

SAP Which MVP Are You?

Technology Classification: Touchscreen Experience

Turnaround Time: 6 Weeks

Summary: A personality quiz game for SAP and agency GMR Marketing providing fans with a look at which Super Bowl hero they were most similar to. After a series of personality and preference questions, fans were compared to past MVPs—and then they were presented with their match. Totally customized—completely shareable. (This was also executed at SAP's downtown hospitality suite.)



ABOUT US: Helios specializes in building engaging, interactive experiences for consumers at events. We use a variety of technologies to achieve our goals, including touch, gesture, augmented reality and virtual reality. Our pursuit to create better brand interactions results in thoughtful design, effective social sharing, and meaningful data collection. *Learn more about us and see video highlights from our Super Bowl experiences at heliosinteractive.com.*