EXPERIENCE

OUNO CREATIVE

DIGITAL CONTENT | EXHIBITION SERVICES | BRAND EXPERIENCES

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01 WHY OUNO?

YOUR PROJECT LIFE PARTNER.

For exhibition services, digital content and brand experiences, Ouno is the only partner you need. Why? Because we can deliver your whole project.

Event tech enables you to tell your brand story in a way that brings new opportunities to engage your audience, and we have the creative vision and technical expertise to match your ambition and visualise your ideas.

We deliver all aspects of even the most complex technical and logistical projects, so that you can make real connections with your audience.

So, if you're thinking about exhibition services, digital content and brand experiences, Ouno is the partner of choice.



02 STORYTELLING

REAL SMART BRAND STORIES.

The technology we use to create digital content and brand experiences is really just another way to tell a good story.

More than facts and figures, stories are the threads that will pull in the casual observer. They are about flow, rhythm, plot and character, and how we humanise dry data into something real and relatable.

Storytelling is a vital ingredient in brand experiences, so that's where we always start.



02 STORYTELLING
CASE STUDY



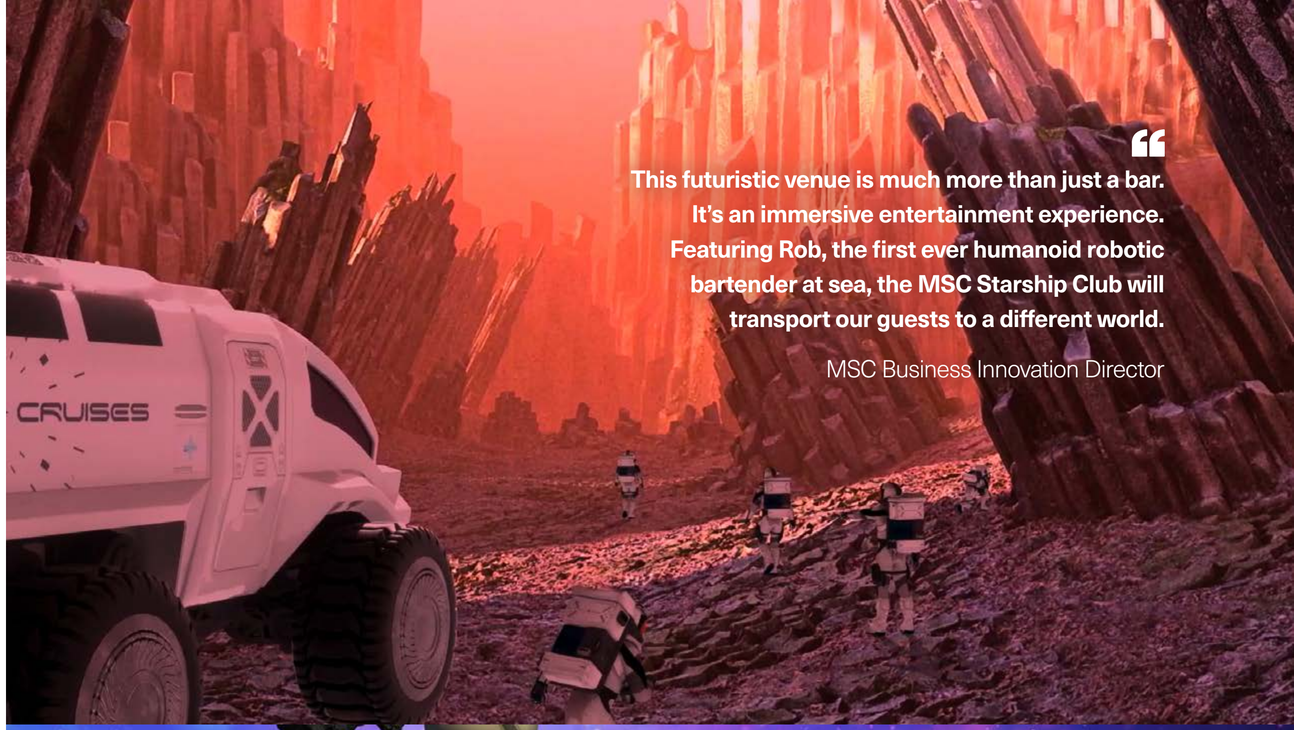
MSC Infinity table

For MSC Cruises, we crafted the 5.5m multi-user Infinity Table – a deep space safari to distract and delight clientele in their Starship Club Bar. Pick your planetary stopovers, grab a drink and strap in as you're whisked across the galaxy. Multimedia content, games and social media integration included.



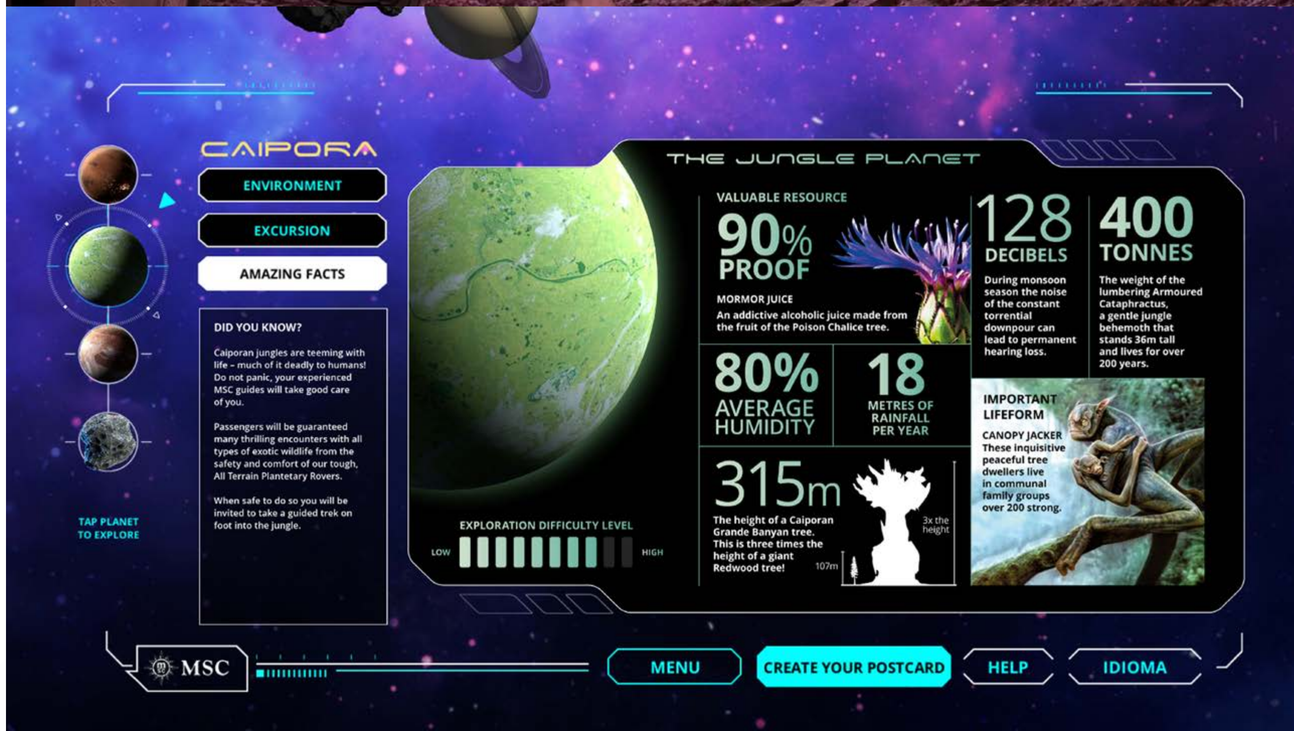
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"This futuristic venue is much more than just a bar. It's an immersive entertainment experience. Featuring Rob, the first ever humanoid robotic bartender at sea, the MSC Starship Club will transport our guests to a different world.

MSC Business Innovation Director



03 BRAND AND STRATEGY

MAKING SENSE OF YOUR BRAND.

Brand and strategy are at the heart of all our work. Whatever we create together – from first digital steps to major activations – the integrity of your brand is paramount.

Brands need to evolve, to connect, to attract and grow. Through strategic communications, awareness and activations, segmentation and targeting, audit and analysis, testing and iteration, we can help you shape your sales funnel and identify new opportunities.

We are trusted by lots of fabulous big name brands who recognise the value of a partner who invests in helping them succeed.



Farnborough International Airshow

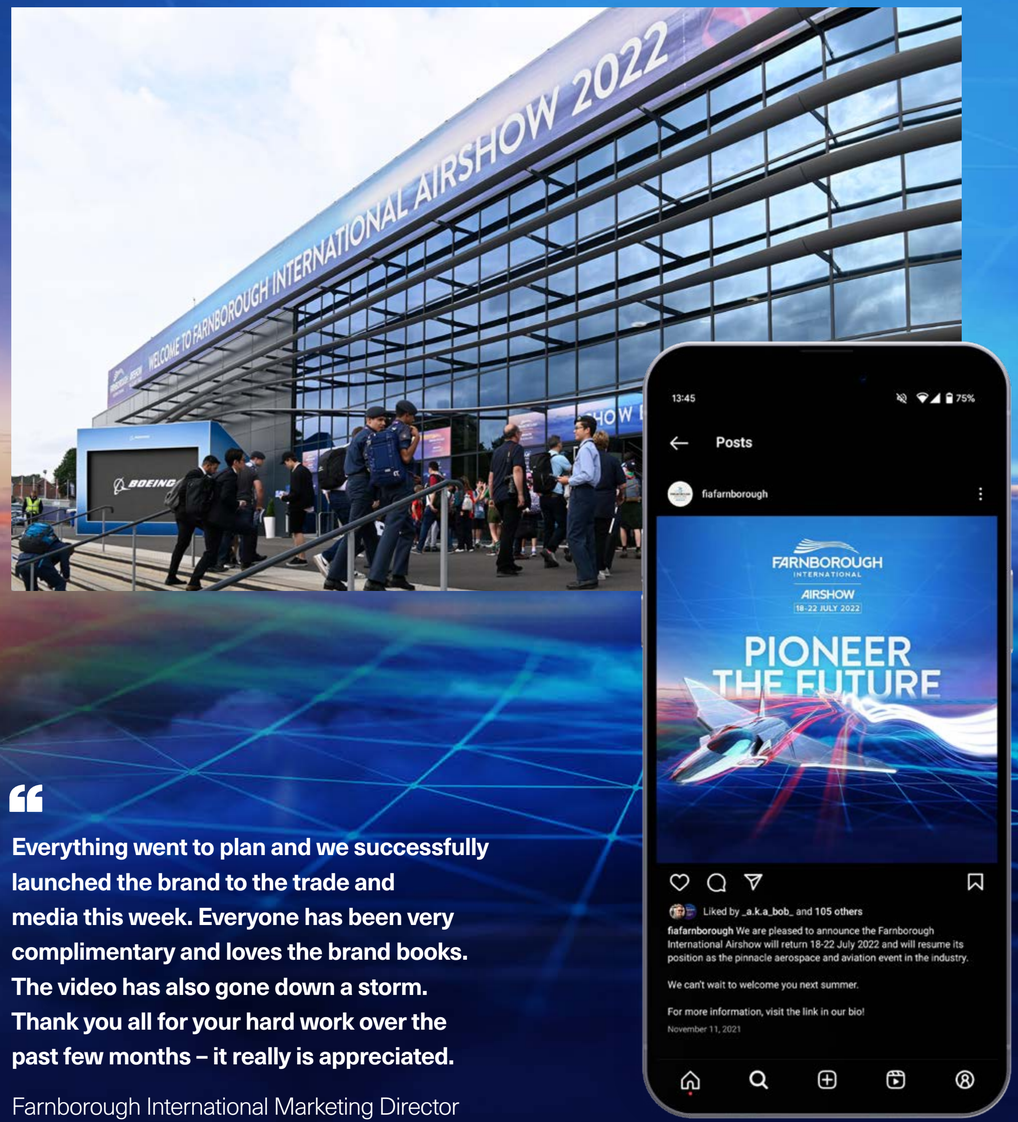
During our 15-year relationship, we have been at the heart of the airshow, working closely with the leadership team on brand development, digital opportunities and show features, as well as delivering seven consecutive international marketing campaigns.

Click or scan the QR code









Everything went to plan and we successfully launched the brand to the trade and media this week. Everyone has been very complimentary and loves the brand books. The video has also gone down a storm. Thank you all for your hard work over the past few months – it really is appreciated.

Farnborough International Marketing Director

04 ACTIVATIONS

READY... STEADY... GO!

If you want to stimulate brand awareness and engagement, trust and positive commentary, you need brand activation. Native to digital (and that means measurable) marketing, activations promote sharing and virality by giving their audience authentic, immersive and emotionally charged experiences.

If you're ready to re-launch your brand, we have the activation experience you need to make a difference.



04 ACTIVATIONS
CASE STUDY

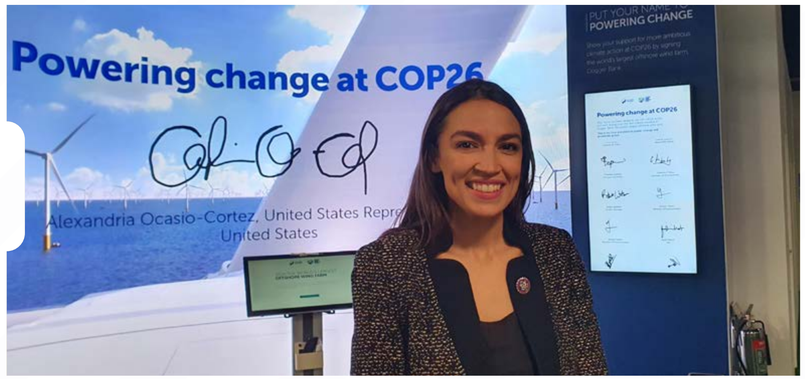
SSE Renewables

As a COP26 sponsor, SSE wanted a big activation for their ‘world’s biggest’ windfarm. Our Dogger Bank fly-through and signature capture experience delivered great photo opportunities for a host of big name VIPs including Boris Johnson, Rishi Sunak, Brian Cox, Alok Sharma, Senator Ocasio-Cortez, Ellie Goulding, Justin Trudeau and many more.

Click or scan the QR code









Ouno developed a concept whereby world leaders and delegates would be transported to the very top of a turbine. Despite extremely tight deadlines and operating within the complexities of such a high profile event, Ouno rose to the challenge. The result is outstanding.

SSE Head of Brand and Design

05 VISUALISATIONS

BREAK IT TIL YOU MAKE IT.

Our exhibition and experiential work always entails big spaces, complex structures and a focus on real world use. So when we iterate, we do it in the virtual world, meaning that we get to stress test and evolve our plans together, remotely, in real time.

For smaller projects, photorealistic 3D renders are enough to give you the key viewpoints. For more gnarly projects, a 360˚ stroll through our cloud-based 3D environment is our secret to success.



05 VISUALISATIONS
CASE STUDY

European Space Agency ‘Astrolabe’

For their Paris HQ, Ouno designed and managed construction of the ESA’s high tech permanent visitor space.

Our online 360˚ virtual walkthrough was the perfect solution for keeping stakeholders distributed across Europe ‘in-the-loop’, allowing them to view sequential iterations of the design as it evolved over time.

Click or scan the QR code







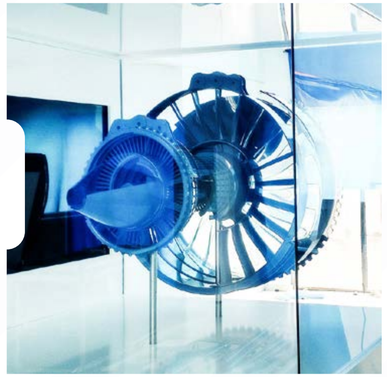
06

06 WHOLE PROJECT
CASE STUDY

GKN Aerospace

We've developed and installed several large, complex exhibition pavilions for GKN Aerospace. Designed to showcase a wide range of engineering capabilities, they featured hi-tech exhibits such as holographic units, an immersive theatre with 3D projection mapping, object activated touch tables and a huge video wall. Simple.





Click or scan the QR code





Ouno seamlessly blended our need for traditional product displays with fresh and interactive approaches to displaying technical information – everything from iPads and larger touch screens, to video walls and 3D projection. This enabled us to tell our story in a more engaging way than ever before.

GKN Aerospace Exhibitions Manager

07 CREATIVE TECH

ANATOMY OF A TOUCH TABLE.

Every brand experience and the technology used to create it is different. All aim to open up simple ways for you to connect with your audience, but what goes on under the hood? A lot.

Check out our recent project on the next page to see just how much thinking is needed to turn a complex brand vision into a multi-layered – and deliverable – reality.



07 CREATIVE TECH
CASE STUDY

BAE Systems

To help BAE Systems promote their wide range of products and global services, we devised a multimedia experience that puts their customer at the centre of an interactive journey with multiple pathways. Each scenario distills a huge amount of complex data into simple, engaging narratives.

Click or scan the QR code



2.5M CIRCULAR 4K LED VIDEO TOWER
Sourced, tested and integrated into the table's subframe

UP TO 14 PUCKS
Each activating different interactive content and providing rotational navigation. 3D printed and developed in-house

SECURITY
Lock-mechanisms and anchor points integrated into sub-frame

BRANDED UI
An evolved brand expression designed to work with multi-touch screens and Tangible Object Recognition pucks

75" COMMERCIAL TOUCH SCREEN
Non-standard, oversized 4K screen, operating 24/7

GORILLA GLASS™
Toughened glass overlay faced with anti-scratch film

100–TOUCHPOINT ULTRASKIN PCAP LAYER
Applied and integrated in-house for ultimate quality control

FAN COOLING
Main touch screen cooling via 8 fan units

ALUMINIUM SUB STRUCTURE
Modular aircraft grade aluminium with tool-less assembly

CLADDING
Light weight removable panels allow access to internals

ACCESS
Wiring and hardware access hatches for tower and table

PC
Powerful integrated PC capable of running fast graphics

VIDEO CONTROLLER
NovaStar imag controllers integrated into sub-frame

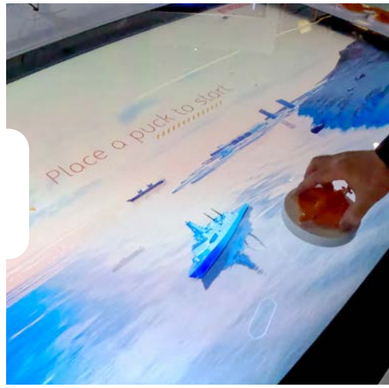
DURABLE METAL TABLE
Bespoke CAD fabricated metal table top and tower base structures with durable white powder coated finish

INSULATION
Rubber grommets and pads at key points to minimise static and electrical noise. UPS unit to clean-up power supply

SOUND
Integrated stereo sound system

UX
Multiple scenarios, linear user journeys and multiscreen content featuring 3D, video, animation, audio and SFX

TRANSPORT
Modular components easily dismantled for transporting within wheeled crates







08 INTERACTIVE EXPERIENCE

THE UNREAL WORLD.

The latest technologies allow unparalleled interactivity to create the most immersive brand experiences yet.

Our investment in the Unreal 3D Game Engine system on behalf of our existing clients means we can now create stunningly realistic real-time navigable environments for your audience. Whether via headset or big screen, an Unreal brand experience will get you noticed.

Ask us for a demo.



CONTACT US | +44 (0)1252 893600 | DESIGN@OUNO.CO.UK

08 INTERACTIVE EXPERIENCE
CASE STUDY

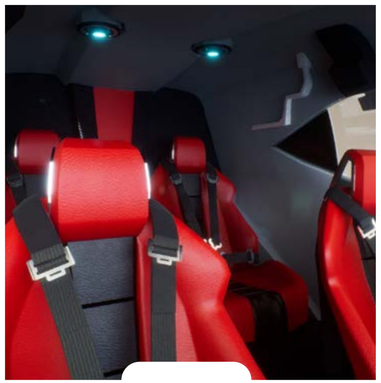
Unreal Engine

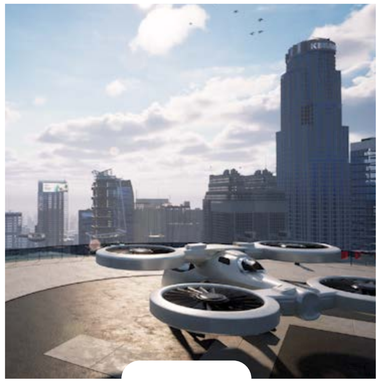
Our latest UE project allows users to take control of a futuristic aerial taxi and fly it in real-time through a soaring cityscape. It's destined for a debut at the next Farnborough Airshow. Watch this airspace.



Click or scan the QR code











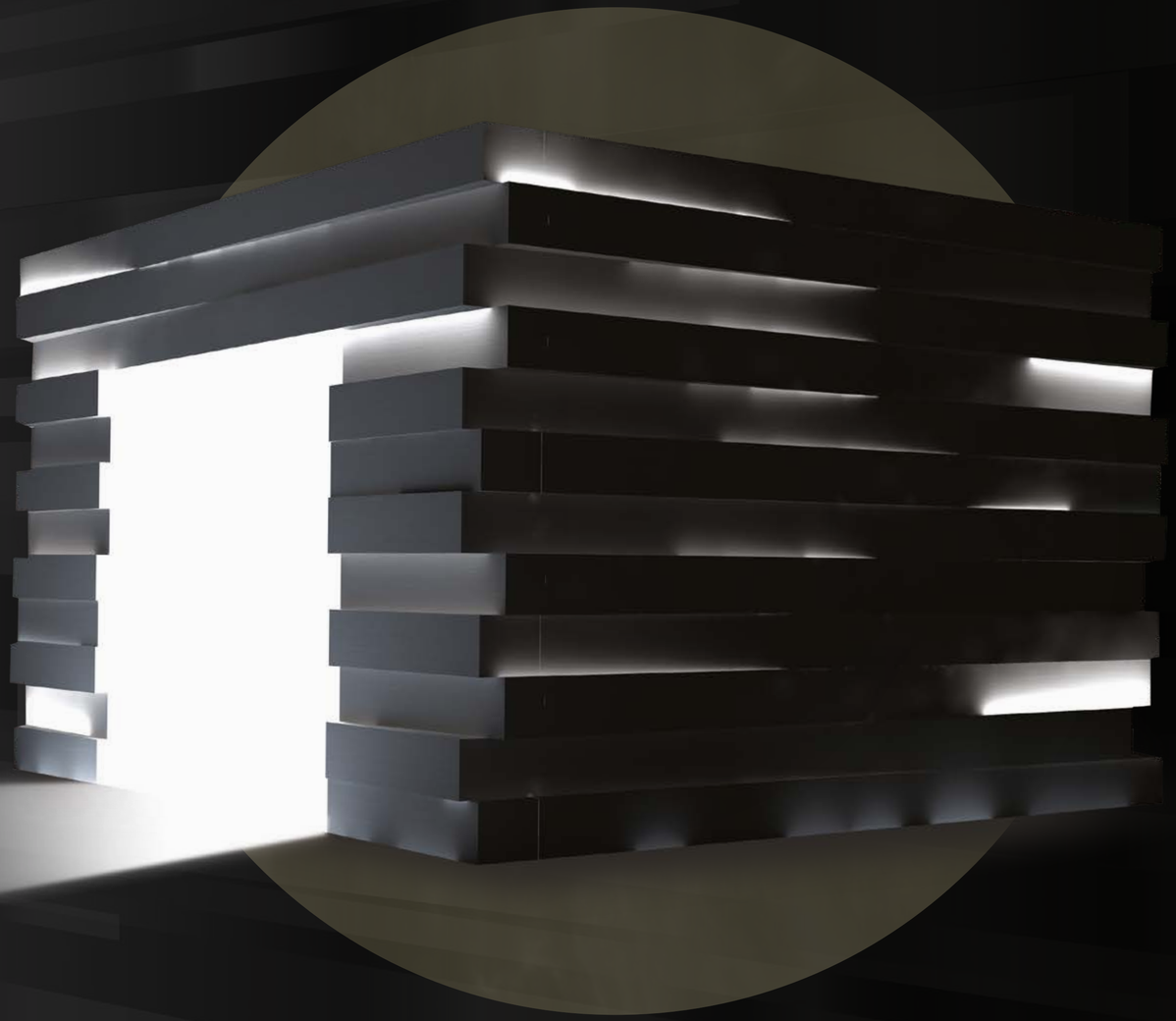
09 EXHIBITION STANDS

DIFFERENT BY DESIGN.

Your stand is an expression of your brand. As vital as the most innovative digital content.

As stand builders, we are different by design. Different because we start with the story and the brand, and because we know how to integrate even the most complex stand and content most effectively to maximise your message.

The best stands are a brand experience in themselves, and experience counts. That's the difference we make.



09 EXHIBITION STANDS
CASE STUDY

Jablite

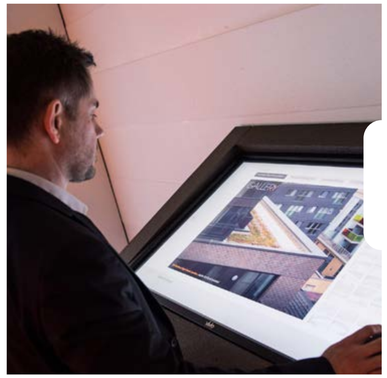
UK insulation manufacturer Jablite needed a unique presence at the RCI Show.

The stand we created for them was made from blocks of the company's own expanded polystyrene insulation product. Assembled into a cube structure, it looked like a giant stack of Jablite insulation sheeting had been delivered to the exhibition floor.

The interior featured whole-wall projections, product displays, touch tech and furniture made from insulation.

The Jablite 'Cube' became the star of the show, attracting large crowds and significant new business.





Click or scan the QR code



We have had lots of great feedback, which is exactly what we set out to achieve. Ouno is that rarity – a creative risk taker with a total commitment to delivery.

Jablite Marketing and Communications Manager

10 AUDIO VISUAL

SEE YOURSELF AS WE DO.

Content is King. But to be the hero of your own story you need to capture the moments that make a difference. And that's where we can help.

We are experienced specialists in filming, photography and video production for events. Our multi-cam field kit includes steadicam, gimbals, drone filming, 360º, timelapse, mobile edit suite, live stream and camera to cloud.

Our media accredited photographers and video crews can be hired by the day or for the full event duration.

For content creation, we offer green screen, digital sets (via Unreal Engine), 2D and 3D animation. Our in-house editing team will transform raw ideas and footage into big screen magic for your stand, chalet, pavilion or entire event.

With Ouno onboard, you can be sure the world will see you as we do: Perfectly.



Boeing

Boeing have used our professional filming services to showcase their presence at multiple Farnborough International Airshows.

We captured their static aircraft parks, exhibition pavilion and flying displays using a combination of drone, steadicam and specialist ground-to-air cameras.

Boeing benefited from our close relationship with the event organisers and aviation regulators to secure the drone flight plan.

The resulting footage is proving very popular, with over one million views on instagram alone.

Click or scan the QR code









I would like to take this opportunity to once again thank you for the absolutely outstanding support that we have received from Ouno this year. Your dedication, tenacity and professionalism did not go unnoticed and were very much appreciated by the entire team.

Boeing Global Customer Relations

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