Landor

HP COOLTOWN

Creating a fully immersive cooltown environment.

Background:

For several years, HP Labs has been focused on research that brings together nomadic devices, networking and the Web. "Cooltown" is the resulting vision of a technological future where people, places and things are connected through wired and wireless devices, giving everything a Web presence. The cooltown future brings Web-based appliances and e-services together to provide you with what you need, wherever you are, whenever you want it.

Challenge:

HP wanted to create a dynamic experience that would demonstrate cooltown technologies. Landor was asked to develop interactive content for HP's exhibit space to bring this technology to life. To accomplish this, Landor would need to rapidly produce believable, engaging, intuitive interfaces to deliver the core cooltown messages in a memorable way. Landor's challenge was to create interesting content pieces that would also be essential elements of the overall vision.

Solution:

By building on HP's core brand essence and simultaneously developing multiple sub-brands, Landor created a fully immersive cooltown environment. More than 75 individual pieces were created and integrated into a range of media including print, HTML pages, audio and video. A video prologue, digital avatars and interactive kiosks are among the elements developed from strategy to execution. Landor succeeded in demonstrating Cooltown technologies while generating an exciting experience that would ultimately result in new partnerships for HP.