

HYPERVSN

Case studies.

HYPERVSN

is the world's first Integrated
3D Holographic Display solution
proven to:

- ✓ Increase Sales
- ✓ Increase Dwell Time
- ✓ Increase Engagement



“ HYPERVSN present a unique opportunity to captivate audiences. ”

THE HUFFPOST

“ Advertisers should look out for new cutting-edge concepts like 3D holographic displays by HYPERVSN. ”

Forbes

“ Images feel like they have been dropped out of a Sci-Fi movie. ”

Mashable

“ HYPERVSN is the future of retail displays. ”

BBC

A blue sports car is displayed on a stage, illuminated by spotlights. The car is viewed from a side-rear perspective. In the foreground, a group of people is seen from behind, looking towards the car. The scene is set in a dark environment, likely a car show or exhibition.

AUTOMOTIVE

AUTOMOTIVE



13.9

SECONDS ON AVERAGE
PEOPLE SPENT LOOKING
AT THE DEVICES

90%

OF 10K VIEWERS EXPRESSED
HAPPINESS WHEN LOOKING
AT HYPERVSN

"Celebrating our 50th brand anniversary, we wanted to make sure the event was as magical and innovative as the last 50 years at Volkswagen have been. After the success that it was, we can confidently say that HYPERVSN pushed our brand reputation to new heights – it truly is the future of visual marketing."

Unknown
Volkswagen Mexico

CLIENT CASE STUDY: VOLKSWAGEN MEXICO



CHALLENGE

Volkswagen Mexico was looking for an innovative way to celebrate the **50-year brand anniversary of Volkswagen and Jetta GLI**. It used HYPERVSN to increase **the customer engagement, attract local media attention and track the audience reactions and demographics**.



SOLUTION

HYPERVSN Wall 6 was installed at several shopping malls in Mexico City **for 1 month** by HYPERVSN Authorised Reseller Parko Publicidad.



RESULTS

Results were measured by the independent agency, **Smart Deeds**, who monitored foot traffic, engagement and audience demographics over a **1-month period**. Volkswagen Mexico is considering using HYPERVSN devices in its next campaign.





Volkswagen

Volkswagen – Mexico

Partner: Smart Deets

More images and video [here](#)



CLOTHING & FOOTWEAR



CLOTHING & FOOTWEAR

Clarks



base:

CCC



Chloé



TOMMY HILFIGER



HYPERVSN

18%

SALES INCREASE

1 mln

IMPRESSIONS

CLIENT CASE STUDY: BASE SPORTS



CHALLENGE

Base Sports is the company selling sports shoes and apparel and has **254 stores** all across Spain. They wanted to **increase footfall** to their stores with the technology capable of capturing people's attention.



SOLUTION

20 HYPERVSN devices were installed at **10 Base Sports stores** in Valencia, Elche, Alicante, Ondara, Benidorm, Murcia and Almeria by Publigrama, Authorised Reseller in Spain. The campaign lasted for **3 months** (Sept-Nov 2018).

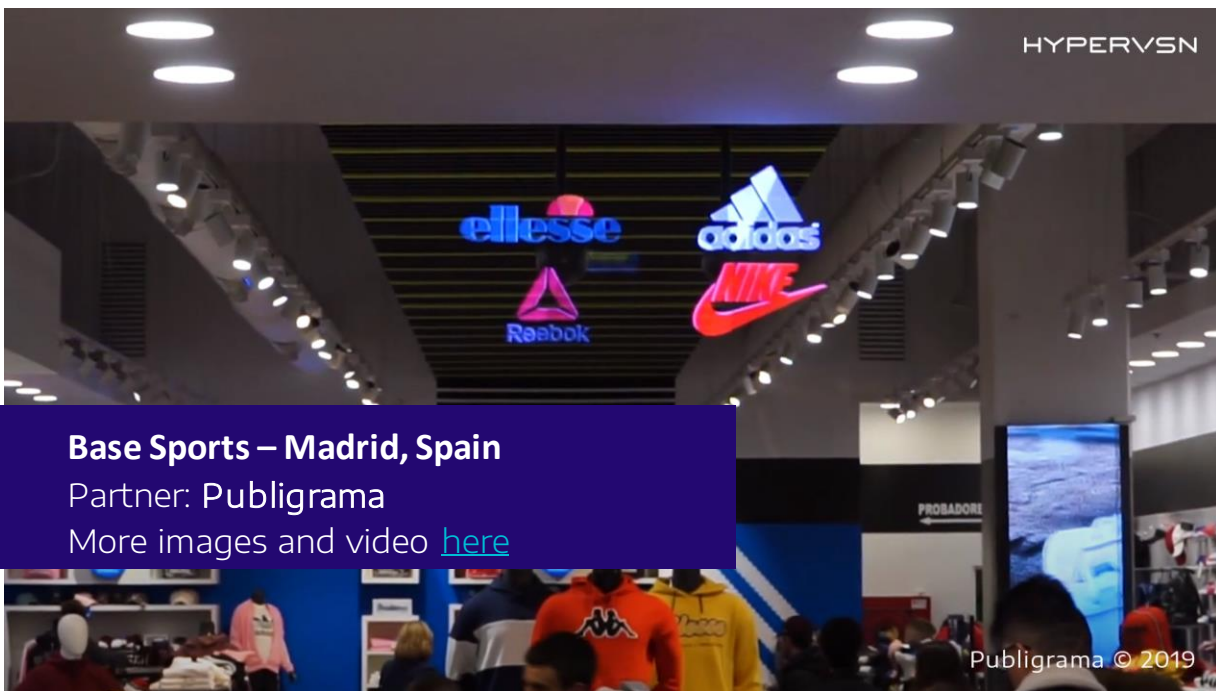


RESULTS

1 mln. people saw the devices, which was tracked using cameras. There was also an **18% sales increase** of products showcased on HYPERVSN.

After the campaign, Base Sports decided to **synchronise units into HYPERVSN Wall 2** at each store **increasing the size of projected images** to further increase sales and customer engagement.

base:



Base Sports – Madrid, Spain

Partner: Publigrama

More images and video [here](#)



ELECTRONICS & TECHNOLOGY

ELECTRONICS & TECHNOLOGY

Lenovo



dyson



 Pathmatics



ABB



CSL



AVNET



brimit



 noodle.ai

ORACLE

SAMSUNG

38%

SALES INCREASE

2.2mIn

IMPRESSIONS

CLIENT CASE STUDY: LENOVO



CHALLENGE

Lenovo was looking for an innovative way to launch their **new Yoga Book product range** in Mexico City. The focus was on **increasing brand awareness** and **maximising ROI**.



SOLUTION

20 HYPERVSN Solo devices were installed at 15 points of sale in **6 stores** in Mexico City by HYPERVSN Authorised Reseller Parko Publicidad.



RESULTS

Results were measured by the independent agency, **Smart Deets**, who monitored foot traffic and engagement over a **3-month period**. Lenovo are planning to use **interactive HYPERVSN units** in their next campaign.

Lenovo



Lenovo – Mexico City, Mexico
Partner: Parko Publicidad

10,000

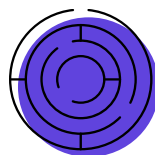
Answered questions
during the first month

"We've spent almost 2 years developing this project. During the first month, Vesna answered 10,000 customers' questions, and with this project moving to HYPERVSN SmartV, which would speed up the process of answering the questions, we expect even greater results."

Matej Sulgan

CEO at Optio

Client Case Study: Slovenská Sporiteľňa



CHALLENGE

Slovenská sporiteľňa, part of the **Erste Group Bank AG**, the largest commercial bank in Slovakia wanted to bring their website chatbot called Vesna into their live center branch in Bratislava.



SOLUTION

8-unit HYPERVSN Wall was installed in Bratislava's Niva center by the HYPERVSN partner in Slovakia, Optio. Vesna, in the form of a hologram, advises the clients on questions regarding accounts, cards, investing and 'George', Slovenská sporiteľňa's electronic banking system.

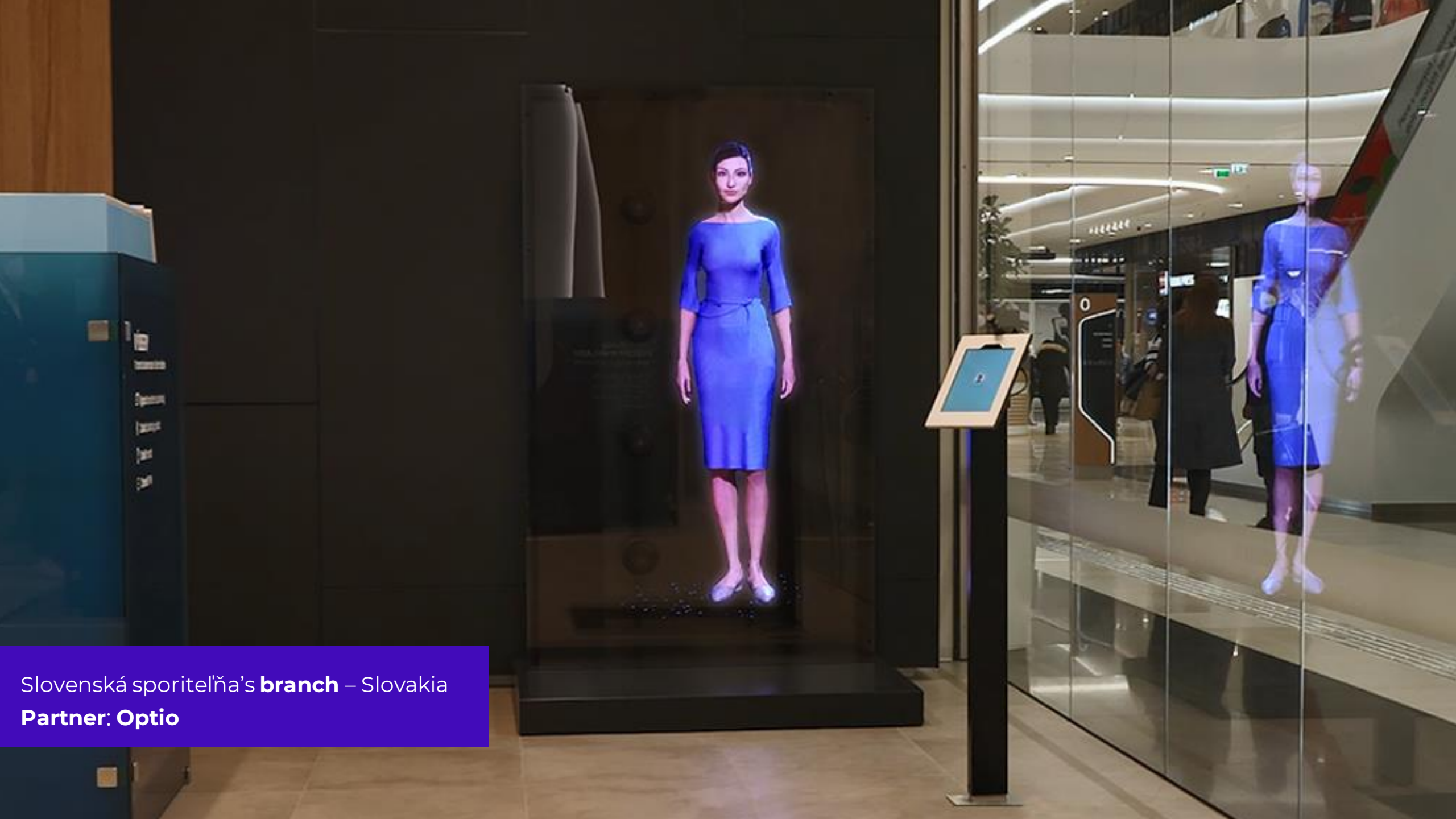


RESULTS

Vesna is the **first virtual banking assistant** who works for Slovenská sporiteľňa, and helps people meet their financial requirements. Now, **she has 150 scenarios** and with time, even more will be added. During the first month, she answered **around 10,000 questions** asked at the branch.

Slovenská sporiteľňa's **branch** – Slovakia

Partner: **Optio**



ENTERTAINMENT



17,500

PEOPLE PLAYED
THE HYPERVSN SLOTS

"HYPERVSN were an absolute eye-catcher and crowd-puller that helped advance customer engagement and brand awareness for Coca-Cola. We were so happy with the results of the campaign that we are already planning another one for this Christmas with HYPERVSN – stay tuned to learn more."

Name Surname,
Coca Cola or TMI Agency

CLIENT CASE STUDY: COCA COLA



CHALLENGE

Coca Cola is the most recognisable brand in the world, with their top-notch marketing campaigns being one of their specialities. In 2021, Coca Cola Switzerland decided to introduce innovations and was looking for a new way to boost the **promotion of Coca-Cola Zero Sugar** as part of the #bestcokeever campaign.



SOLUTION

HYPERVSN Solo L and Slots were installed at **Zürich Main Station** and across 5 malls in the country for **two weeks from July to August 2021** by HYPERVSN Authorised Reseller **Avantage** together with **TMI Agency**. When playing the holographic slot-machine people got a chance to win various prizes including the promoted product, **Coca-Cola Zero Sugar**.



RESULTS

As a result of this campaign, **17,500 people** played the HYPERVSN Slots at the Zurich Main Station and across all the locations, also around 150k product samples were handed out. Overall, Coca Cola Switzerland was impressed by these results, and is going to use HYPERVSN devices for its next Christmas campaign.



Zürich Main Station – Switzerland
Partner: Avantage

CLIENT CASE STUDY: JCDECAUX

"One of the most beautiful New Year's campaigns that the city has ever seen."

Kyiv City Council



CHALLENGE

JCDecaux and BigBoard Group set out to utilize HYPERVSN Solo devices at an **outdoor bus stop** in Ukraine during the winter holidays, to wish commuters an **awe-inspiring Season's Greeting** during their travels.



SOLUTION

HYPERVSN Solo devices were **integrated into a standard bus stop shelter** in Kyiv by HYPERVSN Authorised Reseller Hype Media. The internal temperature of the installation was regulated, allowing devices to **operate outdoors in freezing conditions of -25°C**.



RESULTS

The installation successfully attracted commuters of all ages, seizing their childlike sense of awe and wonder. As a result of this campaign, several **international out-of-home agencies** are looking to partner with HYPERVSN to redefine the outdoor media space.

JCDecaux



BigBoard

З Новим Роком!



ГОЛОГРАФІЧНА ТЕХНОЛОГІЯ
для будь-якого сюжету

ЕКСКЛЮЗИВНИЙ
ОПЕРАТОР ТЕХНОЛОГІЙ

HYPERVSN

WWW.HYPERMEDIA.COM.UA

#HYPERMEDIAUA
#HYPERVSN



JCDecaux – Kyiv, Ukraine
Partner: Hype Media

HYPERVSN

3%

CTR per day

"The HYPERVSN Human Hologram provided by All 'n All was one of our most successful projects this year. Not only did this innovative tool attract many new students, but we were also able to use the analytic features to measure conversion."

Maher Dabbouseh,
Director Office of Admissions, American
University of Kuwait

CLIENT CASE STUDY: AMERICAN UNIVERSITY OF KUWAIT



CHALLENGE

American University of Kuwait is a renowned institution and are leaders in liberal arts education. In summer 2021, they wanted to create **new admissions for their upcoming academic year** without any human intervention at a public space, considering the pandemic.



SOLUTION

HYPERVSN Holographic Human was installed at **Avenues Mall**, largest mall with an average footfall of over 600,000 per week (post-pandemic estimates). The **3D content** created was able to cover key topics beyond expectations, from their mascot to credentials and admission information.



RESULTS

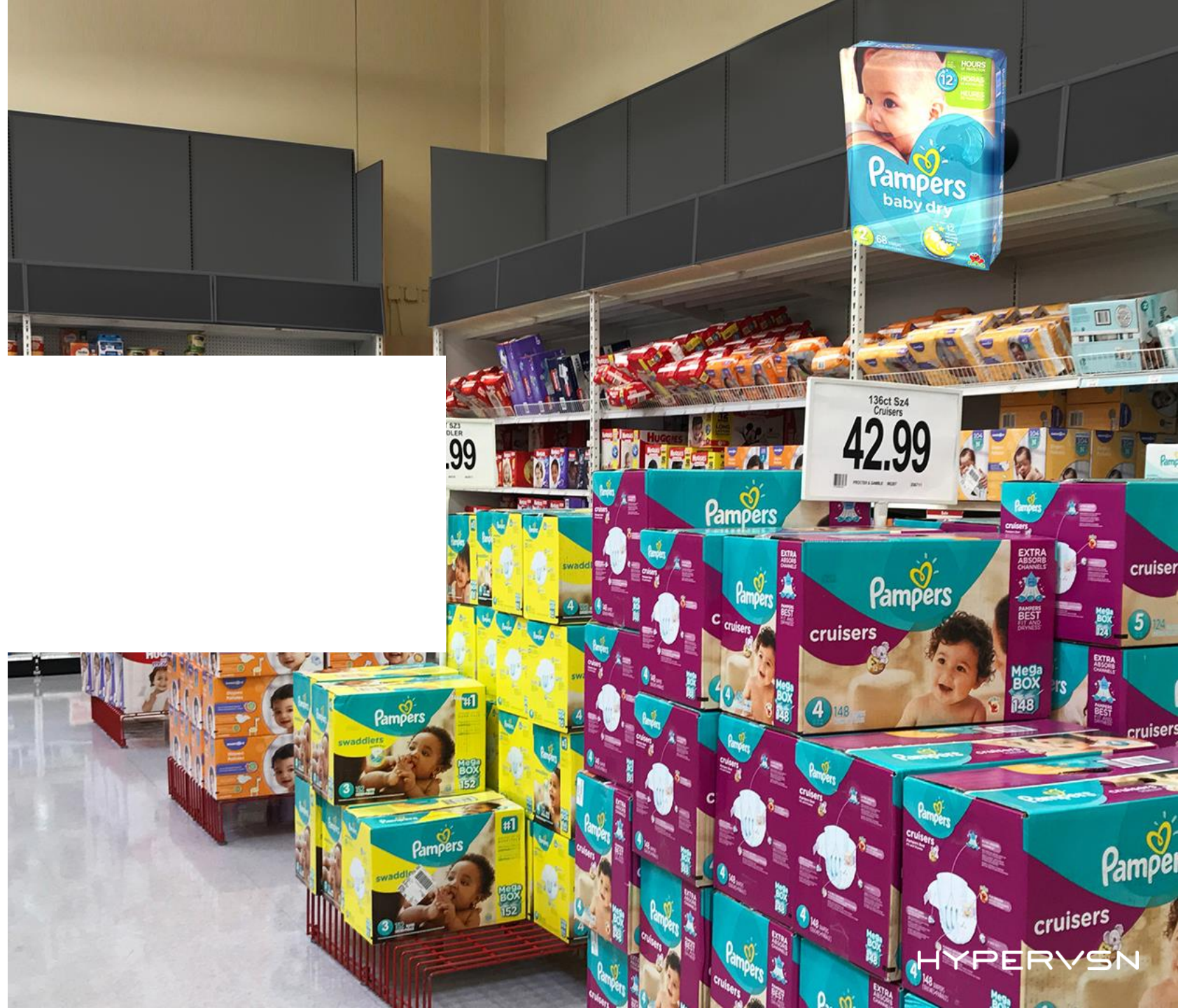
American University of Kuwait was satisfied with the campaign results and they are already discussing further projects. **The QR** enabled installation was able to provide real time analytics and wow the audience with the first Holographic Human in Kuwait. The campaign exceeded expectations with **3% CTR per day**.





Avenues Mall – Kuwait
Partner: All 'n All

FMCG



HYPERVSN

FMCG



P&G



ARIEL

FAIRY



Gillette[®]

CLIENT CASE STUDY: PROCTER & GAMBLE

31%

INCREASE IN SALES

23%

BOOST IN TURNOVER

35%

GROWTH IN CUSTOMER
ACQUISITION



CHALLENGE

P&G set out to hit its strategic target and growing net sales for **Gillette men's shaving products** in the CIS region.



SOLUTION

HYPERVSN Solo units were placed to appeal to potential customers directly in store.



RESULTS

The campaign lasted for **one month**. The stores measured sales and turnover volume, customer acquisition. Four weeks after the campaign without HYPERVSN sales of the same products decreased by 65.2%.

13

бытовая химия

14
косметика
и
парфюмерия



косметика и парфюмерия



бытовая химия

BEAUTY



FUSION PROSHIELD

NEW

NEW

New

NEW

NEW

P&G – Moscow, Russia

HYPERVSN



**FOOD &
BEVERAGE**



FOOD & BEVERAGE

Coca-Cola

MoëtHennessy



Jose Cuervo®

DANONE



Nestlé®

BODEGAS
BIANCHI



Hennessy

KFC



12%

INCREASE IN SALES OF
SANTA CLARA

88%

OF THE 16K VIEWERS
EXUDED HAPPINESS

90%

OF THE 16K VIEWERS
STOPPED FOR AT LEAST
15 SECONDS

CLIENT CASE STUDY: COCA-COLA



CHALLENGE

Coca-Cola set out to increase sales of their dairy product, Santa Clara, within Cinepolis – Mexico's biggest cinema chain.



SOLUTION

50 HYPERVSN Solo devices were installed at the point of sale in 25 Cinepolis branches across Mexico by HYPERVSN Authorised Reseller Parko Publicidad.



RESULTS

Results were measured by the independent agency, Smart Intelligent Solutions, who monitored the rise in sales, foot traffic & engagement over a 10-day period.



Coca-Cola – Mexico City, Mexico
Partner: Parko Publicidad

HEALTHCARE & COSMETICS



HEALTH & COSMETICS

Alcon[®]



ISSEY MIYAKE



**DIABLO
GUARDIAN**

Douglas

Dior



LANCÔME
PARIS

ANTONIO BANDERAS

CLARINS

95%

REDUCTION
OF PAIN LEVEL

"The child looked at the characters and did not move during the procedure. The child had the joy seeing 3D animations of his favorite cartoon characters."

Unknown
Neurology Department,
Tartu University Hospital

CLIENT CASE STUDY: TARTU UNIVERSITY HOSPITAL



CHALLENGE

Tartu University Hospital was looking for a way to help children reduce fear and pain during medical procedures. It used HYPERVSN holographic technology to prove it can help achieve those goals.



SOLUTION

HYPERVSN Solo M displaying 31 different 3D animations was installed at the neurology department's procedure room in Tartu University Hospital by HYPERVSN Authorised Distributor KNM EESTI. Pain levels were assessed by nurses with FLACC pain scale before and after initiating the device.



RESULTS

The current study shows great promise in applying holographic technology as a distraction technique to manage with fear and pain. 3D visuals significantly reduced children's fear and pain levels during medical procedures and also increased the work efficiency of the doctors and nurses.



HYPERVSN



Tartu University Hospital – Estonia
Partner: KNMESSTI





HoReCa



HoReCa

PARKROYAL
HOTELS & RESORTS

 **TALLINK**

MoëtHennessy

KFC


VINHOMES



the mira
HONG KONG



BURGER & B B Q
WAKSAL
Express


Staropramen
ZALOŽENO NA SMÍCHOVĚ

BODEGAS
BIANCHI



Jose Cuervo[®]

RETAIL



RETAIL

Carrefour 

Clarks

Walmart 



zabka

bloomingdale's

JUMBO

"Carrefour and my electronics department have quickly understood the great potential power of both end-user and attraction and information of the HYPERVSN technology in our stores. We are really glad to be the first major retail store in France to experiment with the huge HYPERVSN effect on the end-user and sales."

Matthieu Desede

Category Manager IOT, Carrefour
France

CLIENT CASE STUDY: CARREFOUR



CHALLENGE

Carrefour set out to build consumer-centric stores where the brand engages in **meaningful interactions** with **various customer groups**.



SOLUTION

HYPERVSN Solo units were placed in client-facing locations showcasing a set of **various Carrefour products** by HYPERVSN Authorised Reseller Together Plus.



RESULTS

Carrefour team decided to further extend the campaign and apply HYPERVSN in the **major stores in Paris, Lyon, Rennes and Toulouse** to start with.





UBTECH



Jouer

Loisir

Loisir

Loisir

Loisir

Robot

Réalité virtuelle

Carrefour – Paris, France

Partner: Together Plus

HYPERVSN

23%

FOOTFALL INCREASE

300k

IMPRESSIONS

CLIENT CASE STUDY: TOYS R US



CHALLENGE

Toys R Us is an international toy, clothing, and baby product retailer that has 1,500 stores all around the world. Their stores are normally located in the busy shopping centers where catching customer attention is quite a challenge.

The company was seeking for technology that could attract customer attention and increase traffic to the store.



SOLUTION

6 HYPERVSN Solos M were installed at 5 points of sale in the stores of Murcia, Madrid, Barcelona, Vigo and Vitoria. The campaign lasted for 1 month during the Christmas season 2019.



RESULTS

300,000 people saw the devices, which was tracked using cameras. There was a **23% increase in traffic** at the stores.

Initially, Toys R Us rented the units. They were so happy with the results after the campaign though, that they **purchased the units** to keep using HYPERVSN throughout the year.





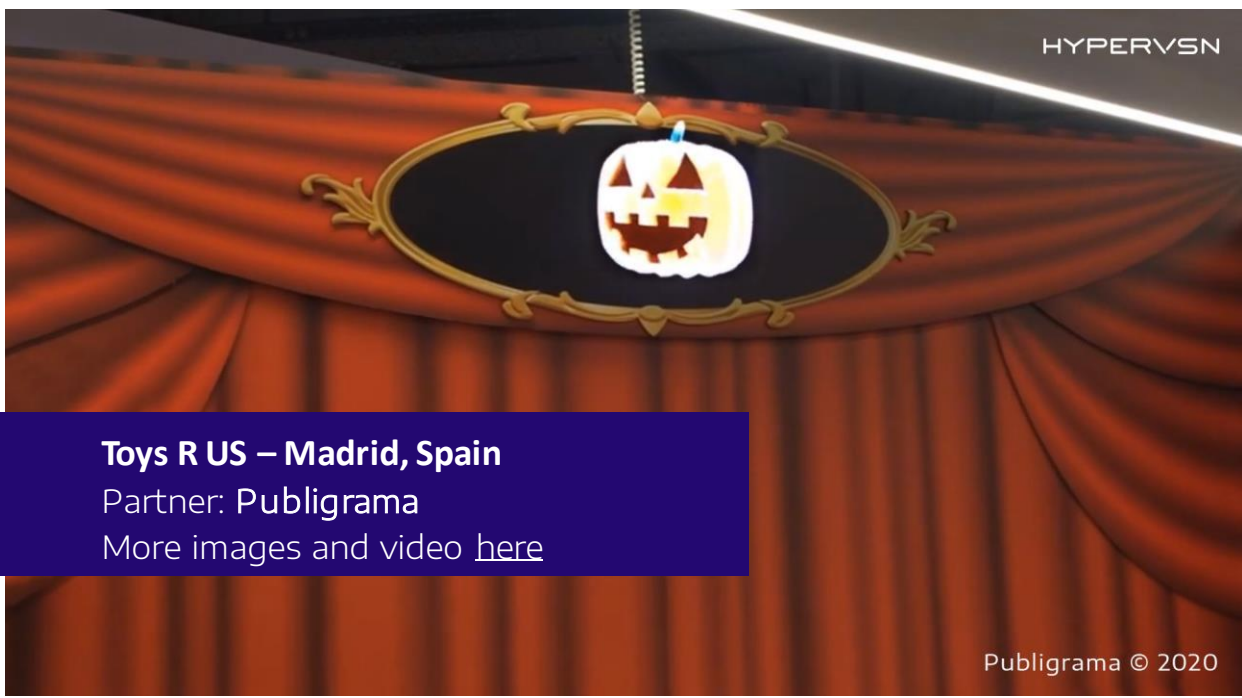
HYPERVSN

Publigrama © 2020



HYPERVSN

Publigrama © 2020



HYPERVSN

Publigrama © 2020

Toys R US – Madrid, Spain
Partner: Publigrama
More images and video [here](#)



HYPERVSN

Publigrama © 2020



TELECOMMUNICATIONS



TELECOMMUNICATIONS



SAMSUNG

CSL

Syniverse

orangeTM



Telefonica



85%

WERE ATTRACTED BY HYPERVSN

87%

STOPPED BY AND SPENT
MORE TIME AT THE STATION
AS A RESULT

"Our main priority is to surprise and amaze our passengers, put a smile on their faces during their daily routine – the HYPERVSN Wall perfectly suits these goals".

Frank Bukkens,
NS Stations

CLIENT CASE STUDY: NS STATIONS



CHALLENGE

NS Stations was looking for innovative way to celebrate **five-year anniversary of Rotterdam Central** and also to make to make traveling more pleasant for their passengers during the cold and gloomy winter days, **increasing their engagement with them.**



SOLUTION

HYPERVSN Wall 35 was installed at at Rotterdam Central Station **from Dec 16, 2019 to Jan 21, 2020** by HYPERVSN Authorised Distributor KNM EESTI. The projected visuals included not only festive winter and railway-themed scenes, but also a retrospective of how the station had been evolving in the past years.



RESULTS

NS Stations installed a **tower with a QR-code** next to the installation to measure campaign results that contained the link to the survey for the passengers, developed and analyzed by the **Almere Market Research Advice company.** Overall, NS Stations feel happy with the result and there is already a plan to utilise HYPERVSN in other cities in the Netherlands, including Utrecht.





NS Stations – The Netherlands

Partner: KNM EESTI

More images and video [here](#)

Trusted by global brands



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