Chinaplas 2020 booth concept

alligence

today

a series of concepts for the OQ booth at Chinaplas 2020
illustrations and indicative visuals of the ideas proposed

please be aware of the following

- these are not full or final graphic designs
- digital interactions obviously still need to be fleshed out more
- this is not a content proposal
- focus in on the booth itself in this presentation and less on pre- and post-sales promotion funnels

hopefully it is the start of a great conversation with you

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we'd like to help communicate that OQ as a company is ready to be an integral part of any serious supply portfolio and prepared to be a seamless extension to any R&D team willing to make more possible

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main goals

joyful presentation of the new company (identity)
celebrate the entry into the PE space
offer a personalised and unique experience
capture 3.000 leads

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booth concept

architectural choices

an open rooftop bar with a monumental digital access bridge creates a forum for conversation and entertainment capped with a kinetic light installation echoing OQ's identity

the ground floor is all business with digital interaction opportunities and aimed towards matching visitors with the best possible representative at any given time to have a great conversation

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let’s set the tone

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watch mood video

list items

the main elements of the experience

#1 an **interactive product wall** with multitouch tables
#2 an interruptive **sample display** that playfully emphasises the width of the OQ product range
#3 an artistic recovery of an unfortunately placed **pillar** turning it into a blessing
#4 a series of **holographic displays** to highlight a series of key messages
#5 a **rooftop bar** with a **show-stopping access bridge, digital binoculars** and **kinetic light installation**
#6 a wall-size **digital content display** for presenting, video content and content interaction
#7 visitor **data capture via wall interaction combined with indoor positioning** for representative match-ups
#8 **meeting rooms** with dedicated reception, a strategically sized **kitchen** with food lift, a small **AV control room**, **storage unit** and **ample seating** opportunities

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booth concept

the design is informed by the following considerations

- a second level is required to accommodate the desired functions, but the size allowed is fairly limited
- the particulars of the location (pillar within footprint, booth positioning…) demands us to use bold statement pieces
- we aimed to create clear visitor registration thresholds in order to achieve the aforementioned kpi
- we will propose a series of digital installations that create major visual impact

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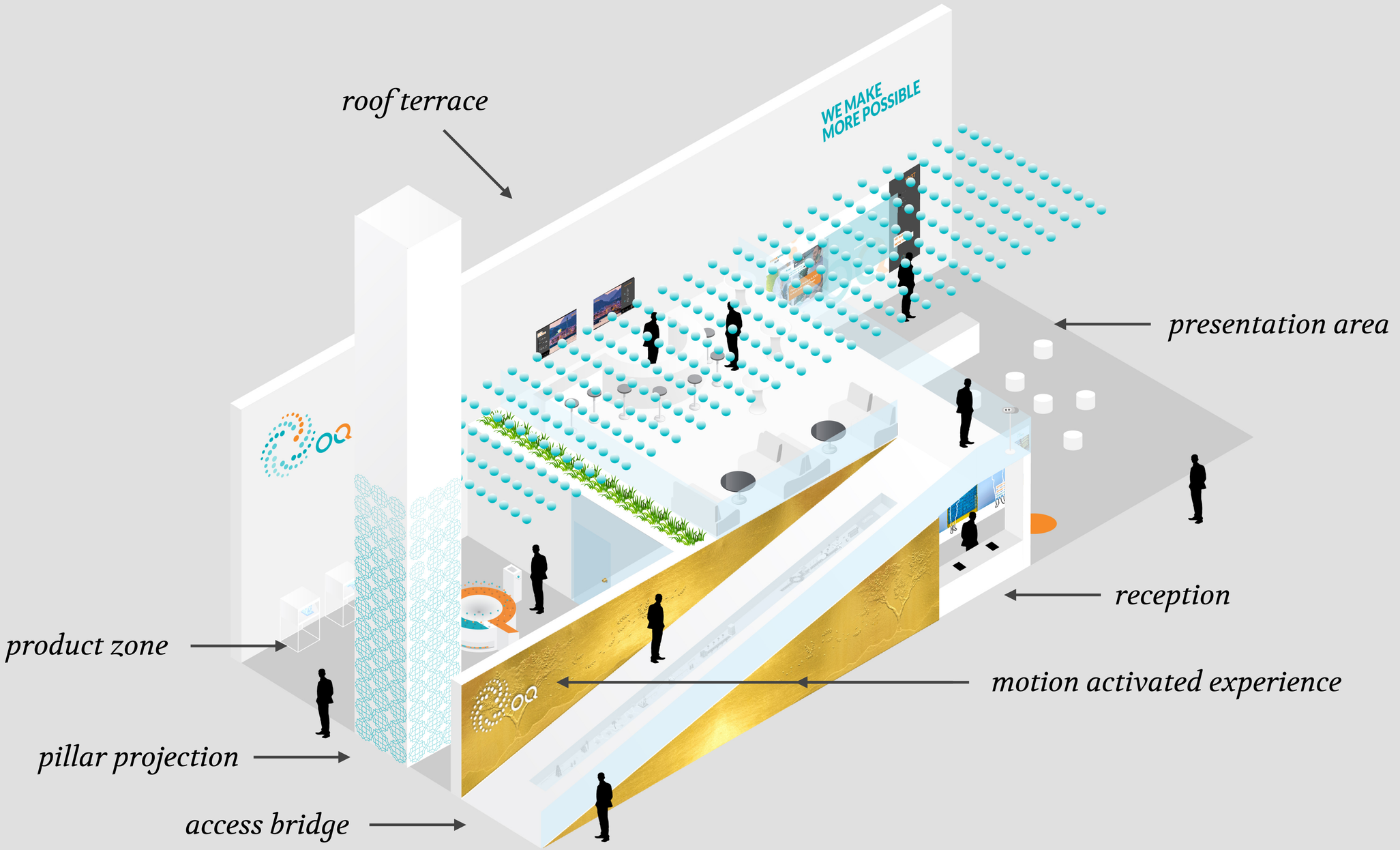

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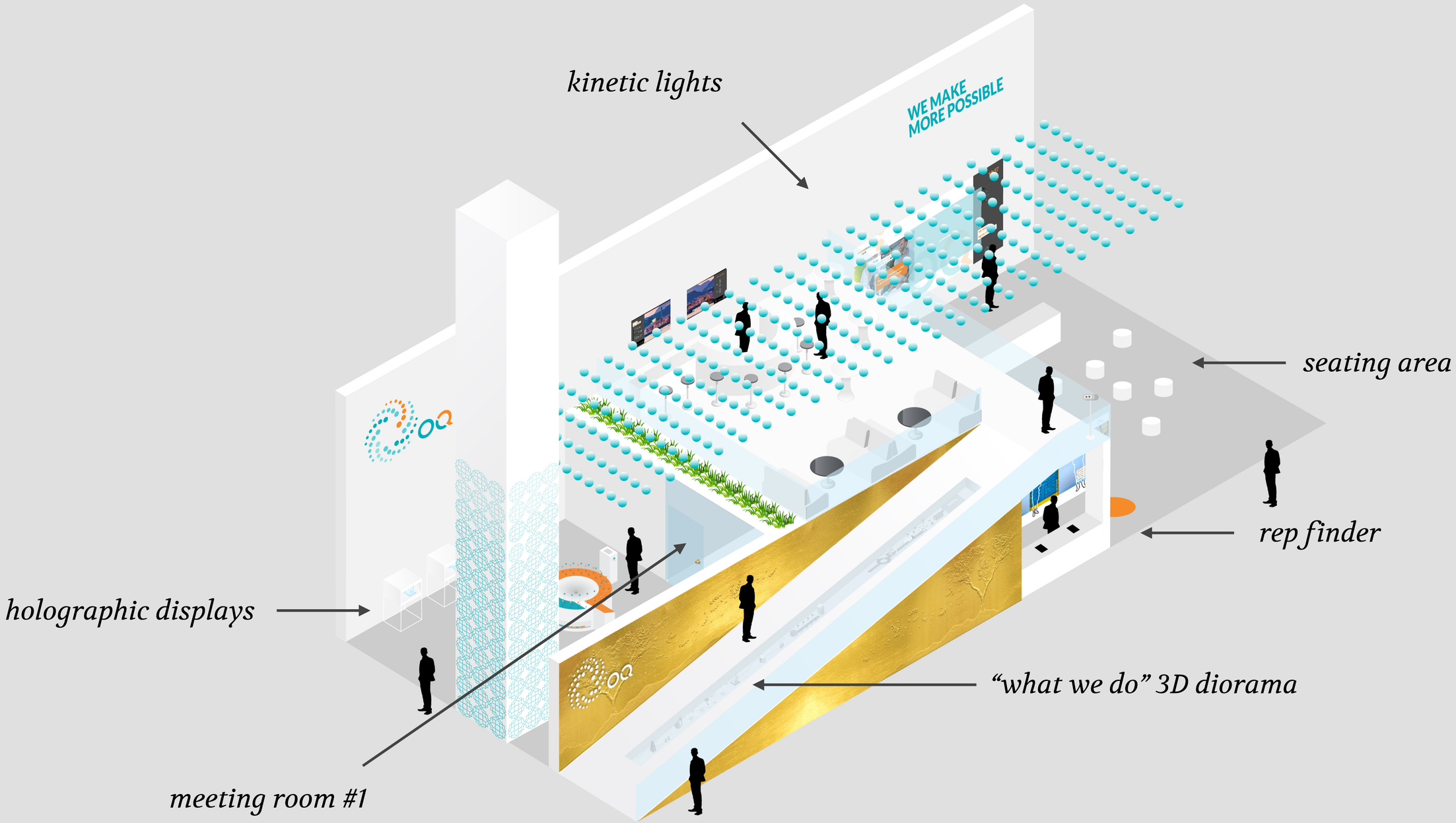

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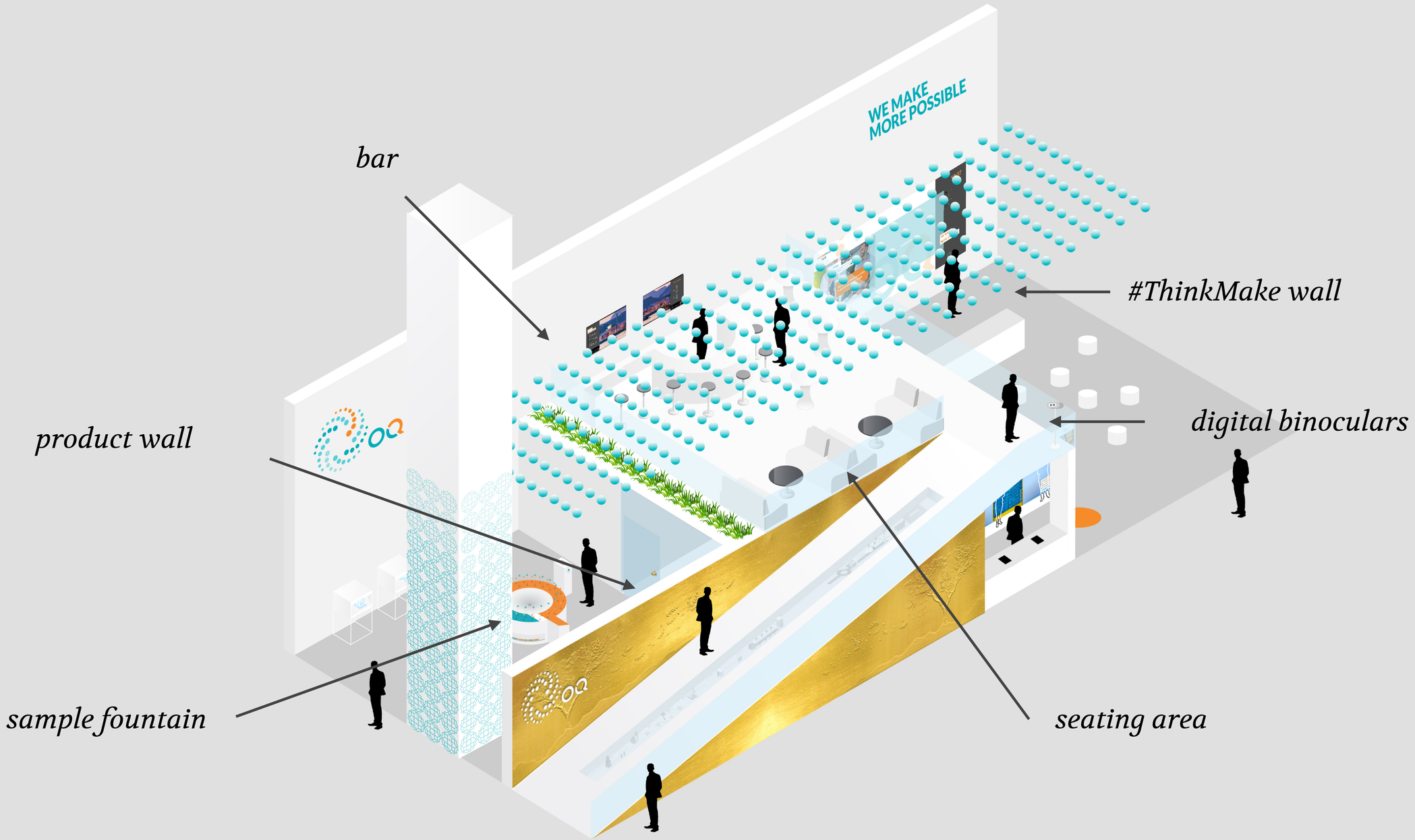

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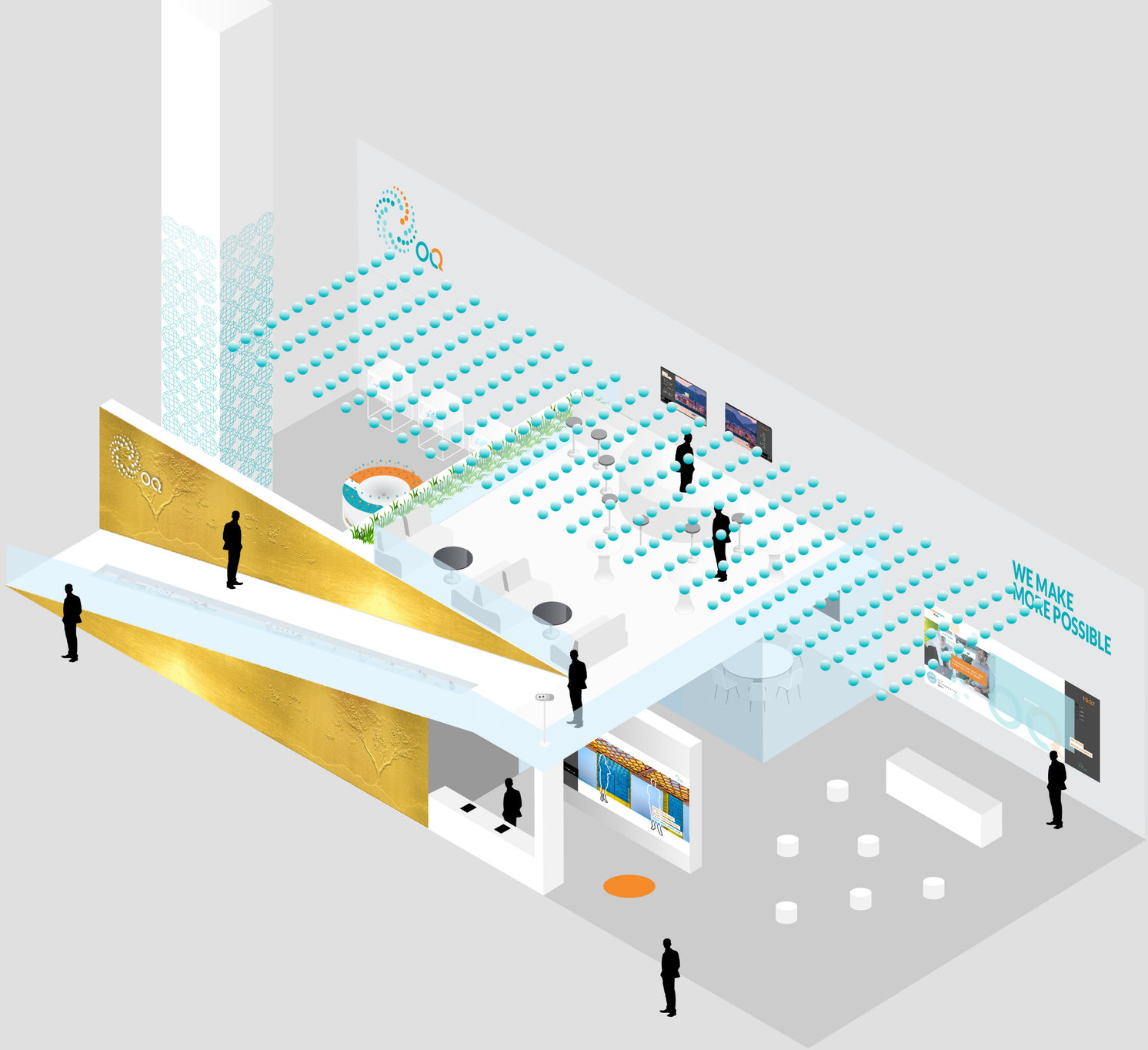

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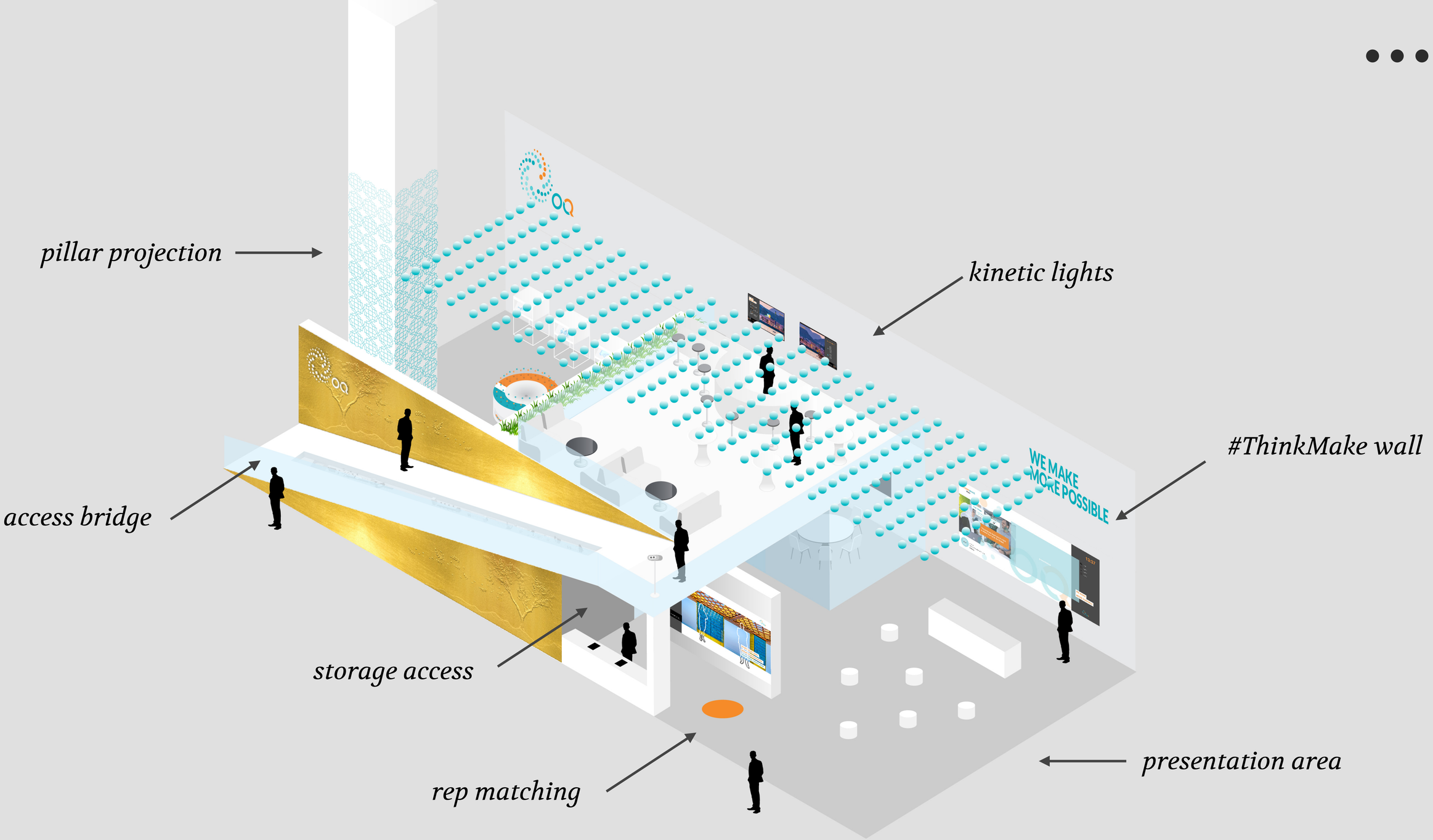

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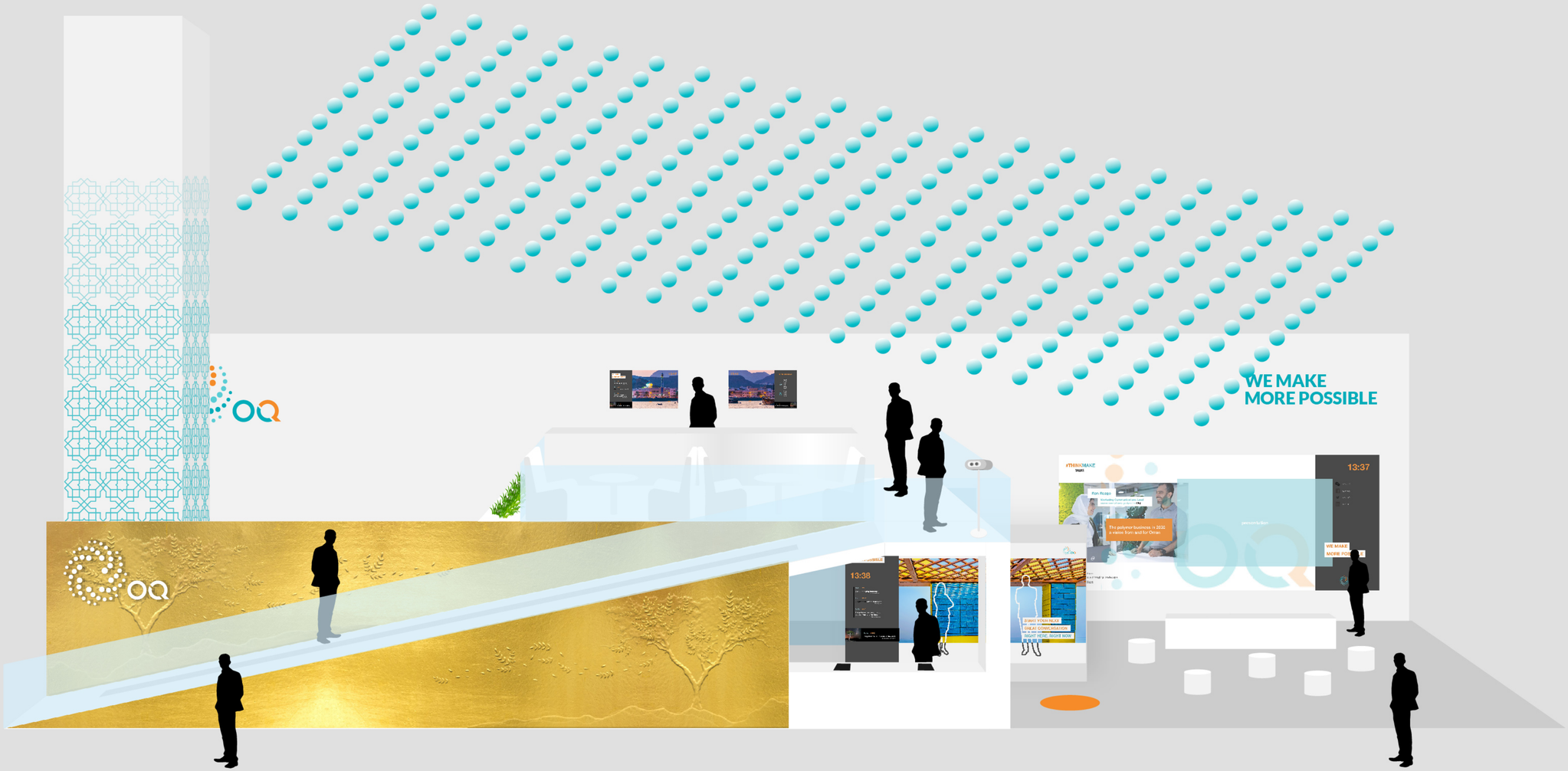

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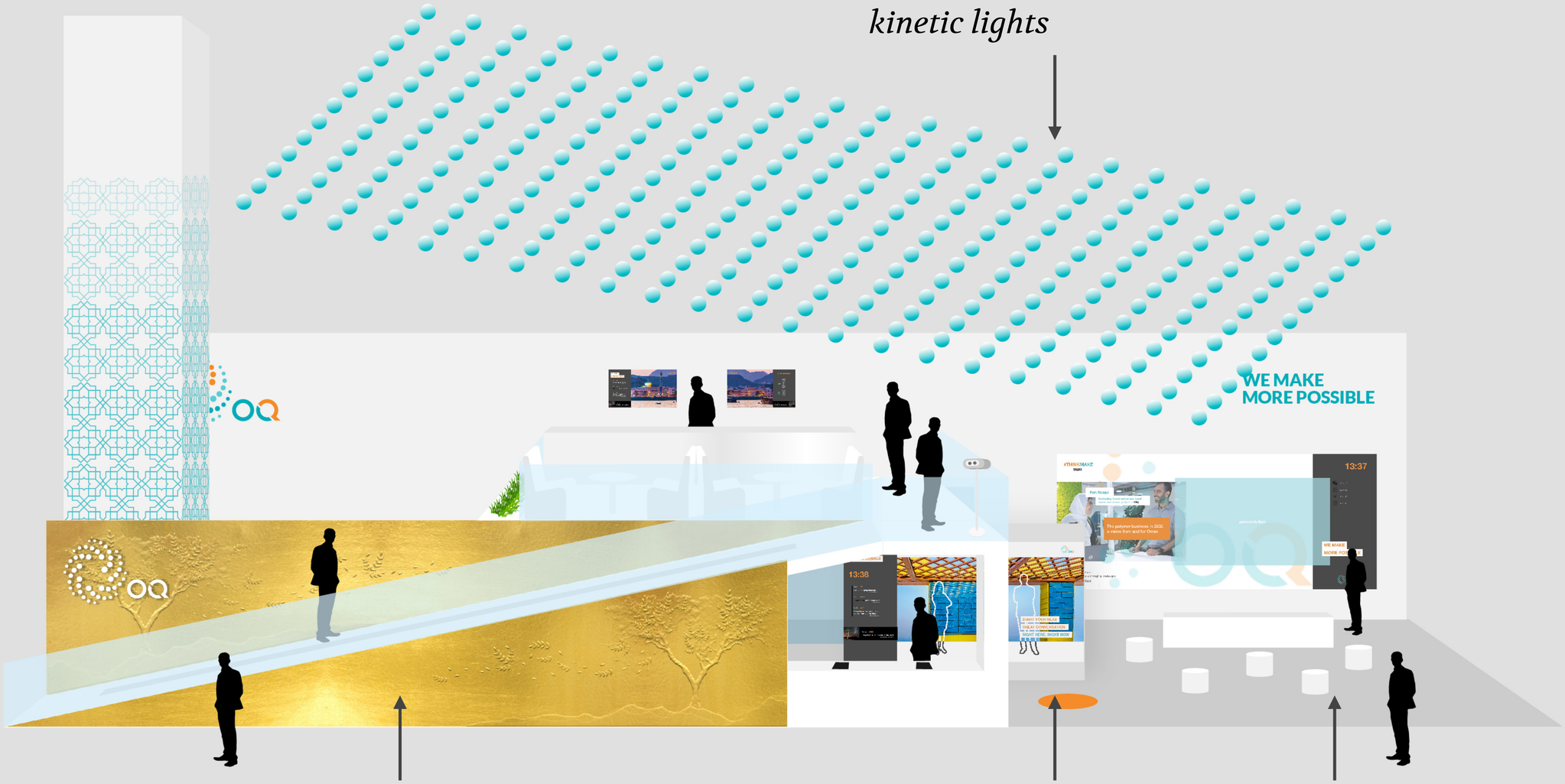

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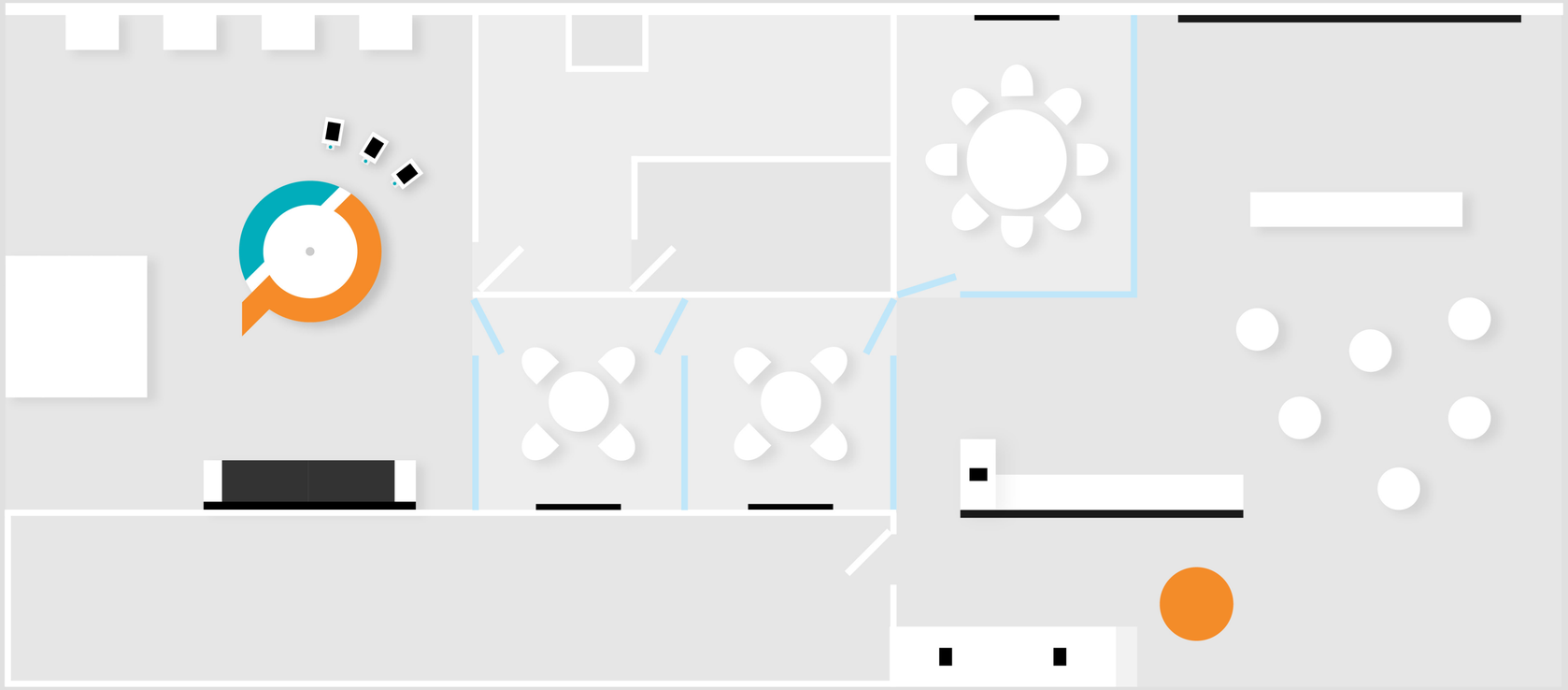
floor plans



level 1

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level 2

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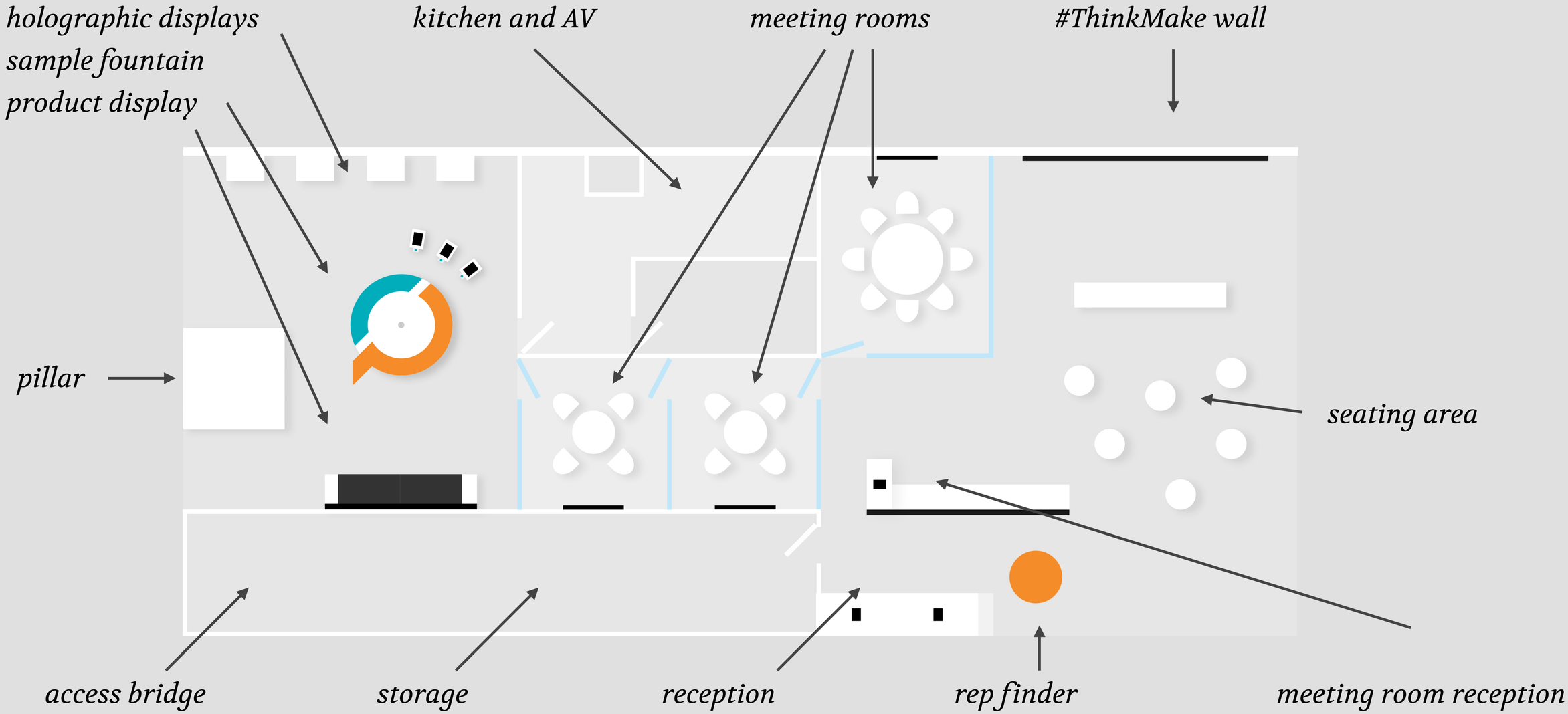

level 1

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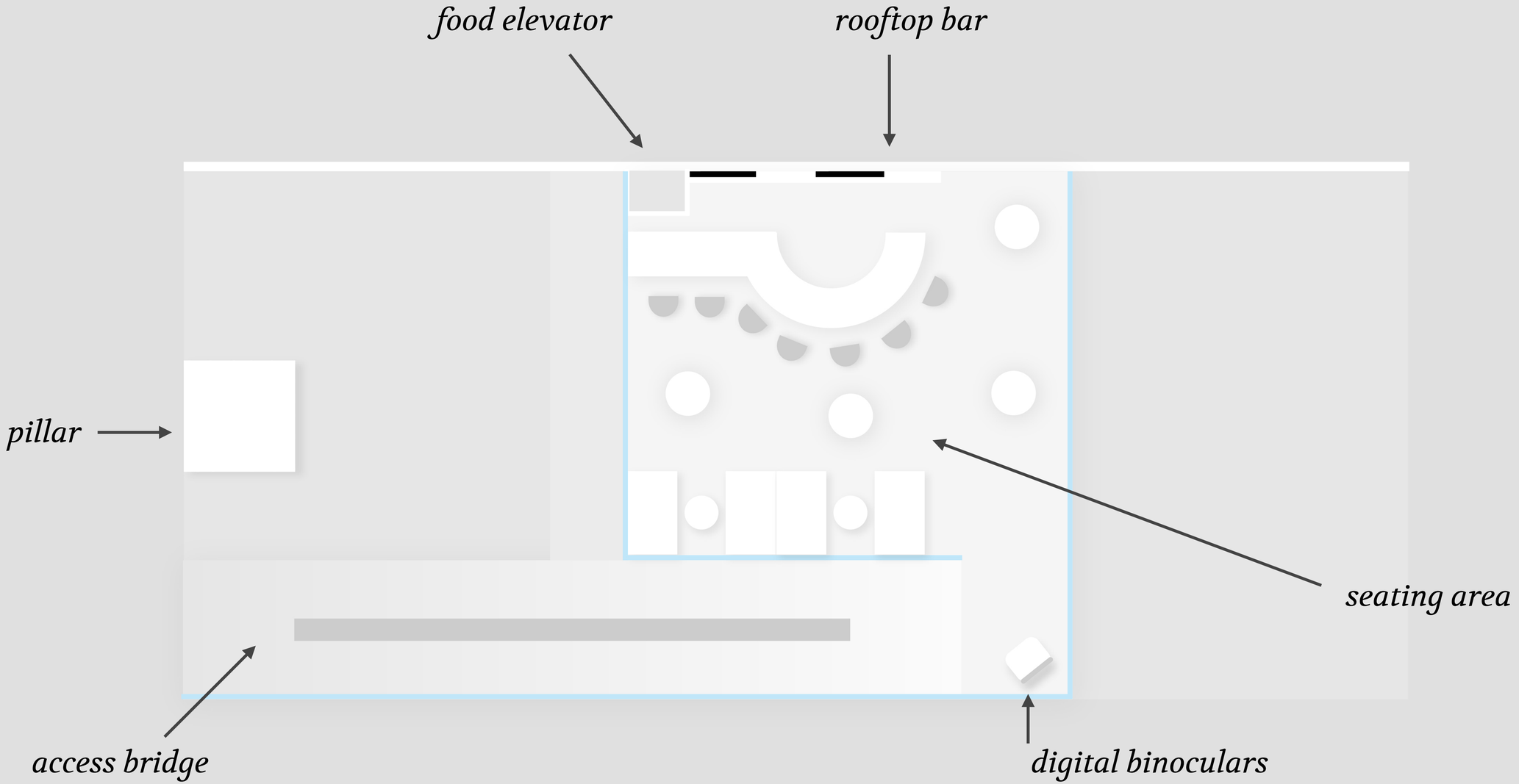

level 2

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alternate floor plans

alternate floor plans

if so desired the meeting rooms can also be moved upstairs

- less luring towards kinetic light installation
- thus less of a draw towards registration through access bridge
- a less exclusive, high quality feel to the hospitality area

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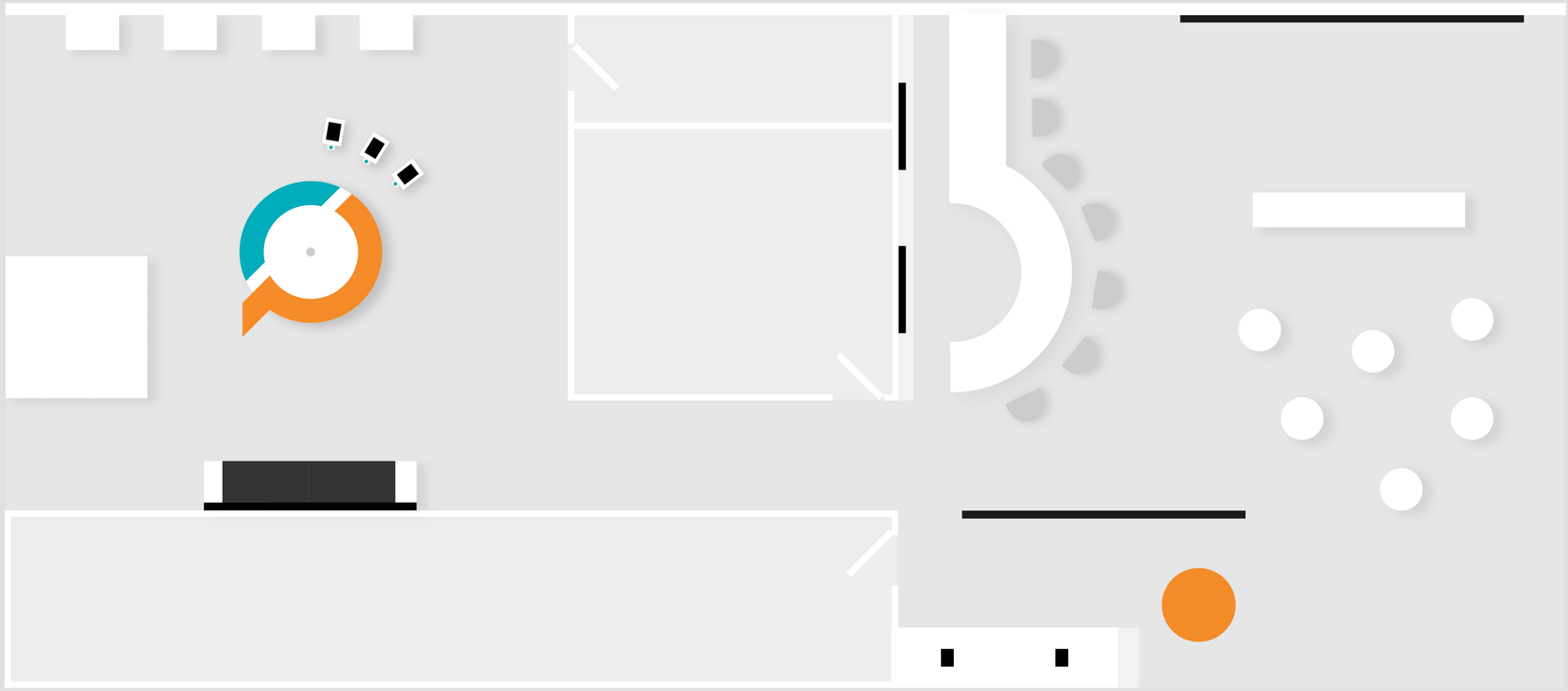

alternate level 1

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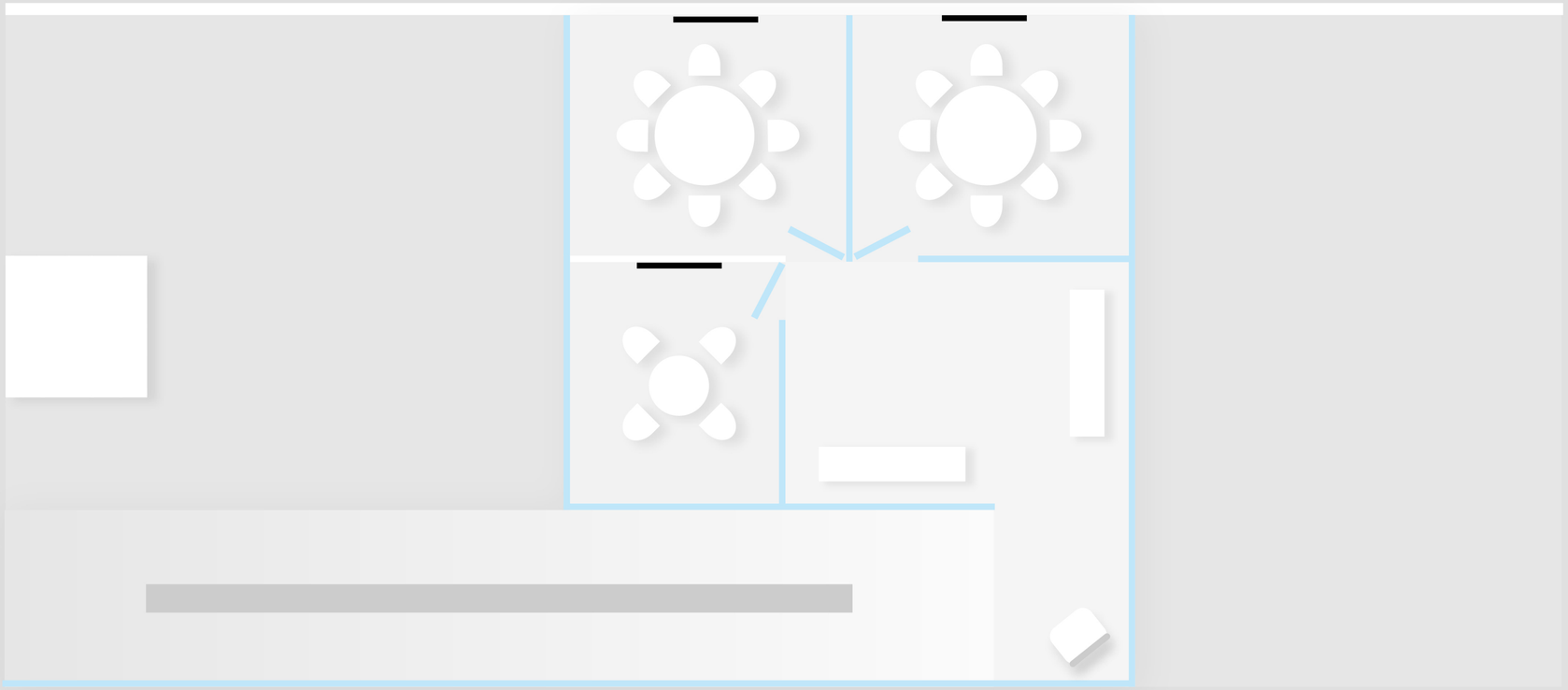

alternate level 2

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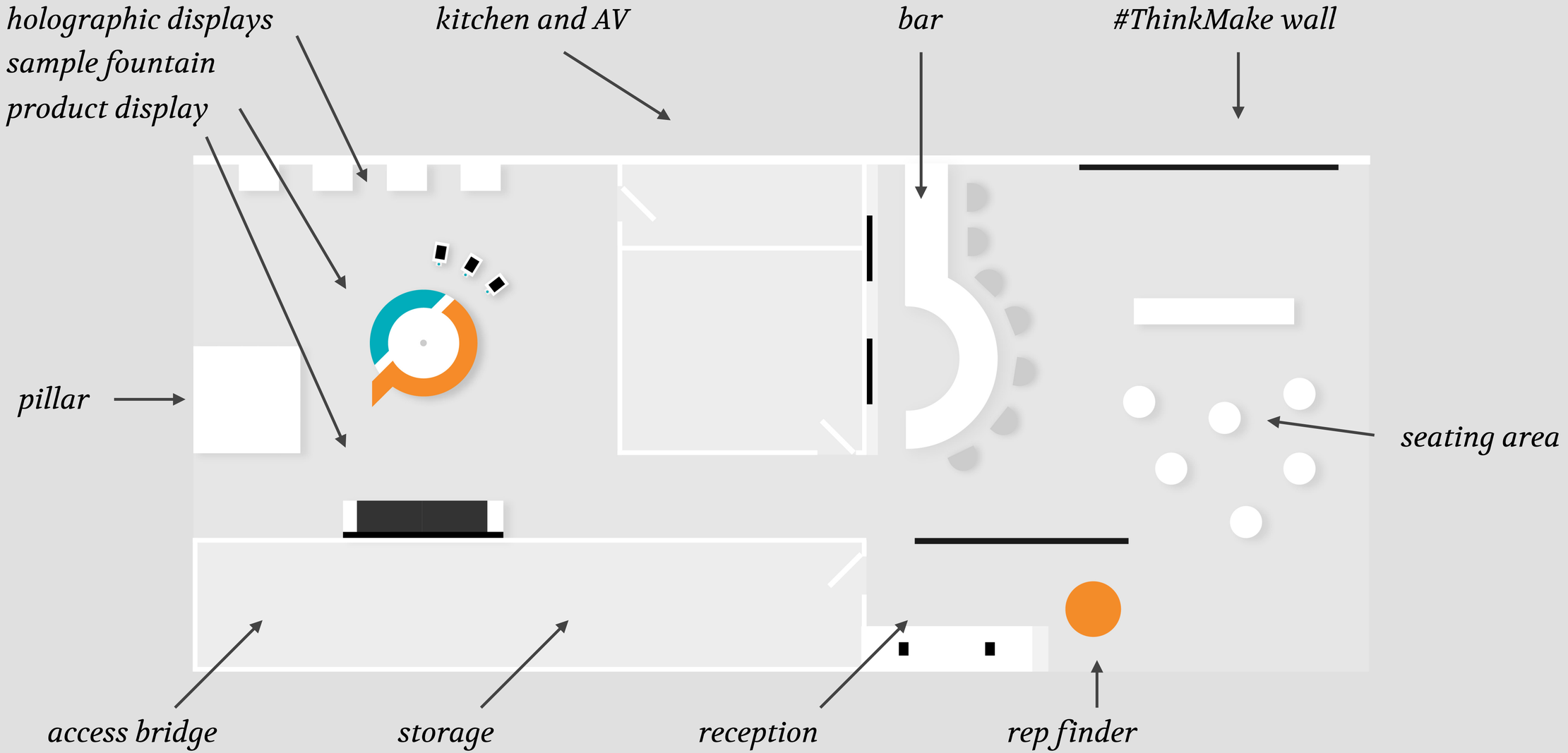

alternate level 1

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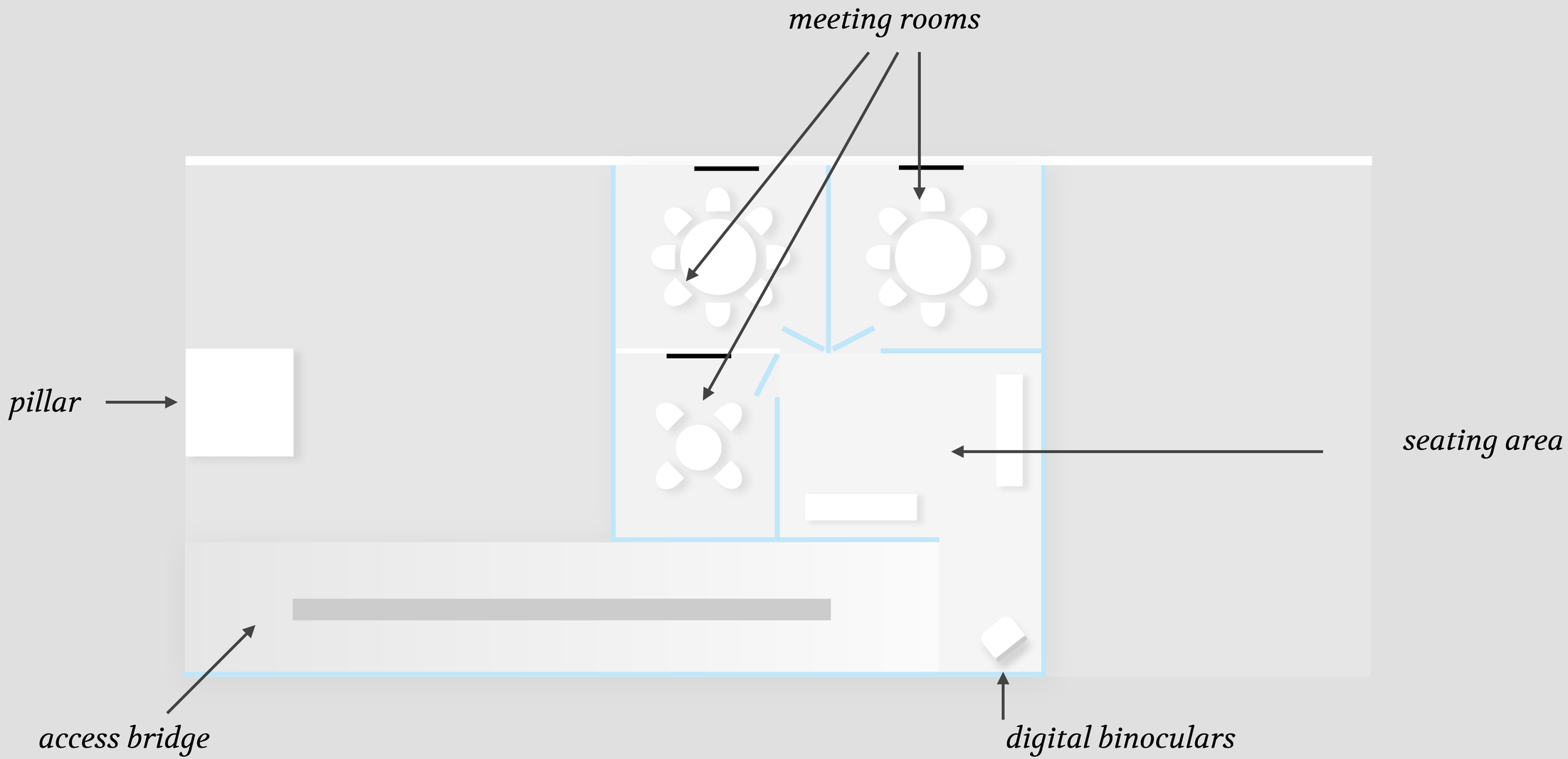

alternate level 2

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#1 interactive product wall

#1 interactive product wall

#1 interactive product wall

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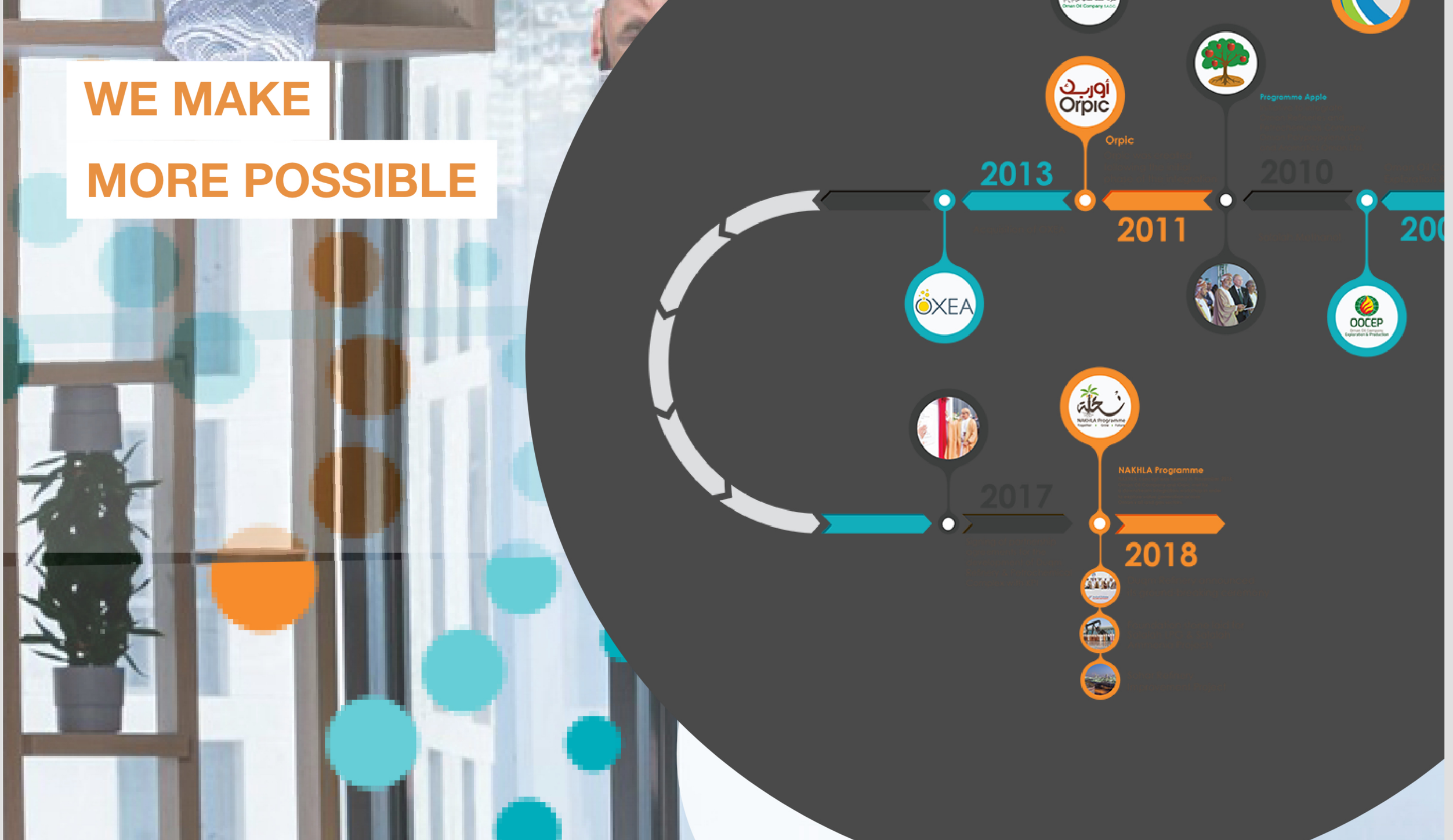

our products
your market
about us
find a great conversation
find your topic
English
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English
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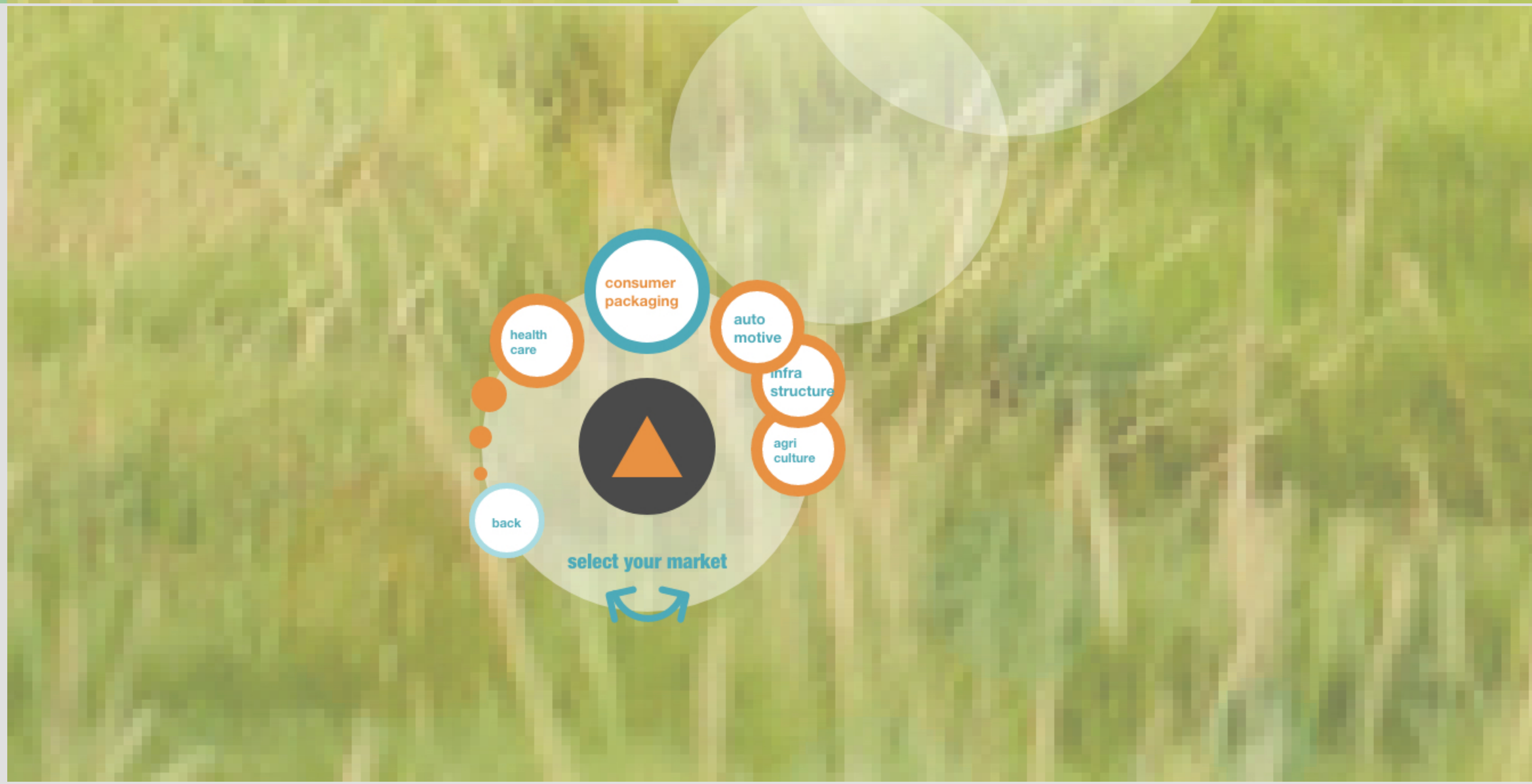
请选择您的语言

our products
your market
about us
find a great conversation
find your topic


consumer packaging
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select your market

consumer packaging

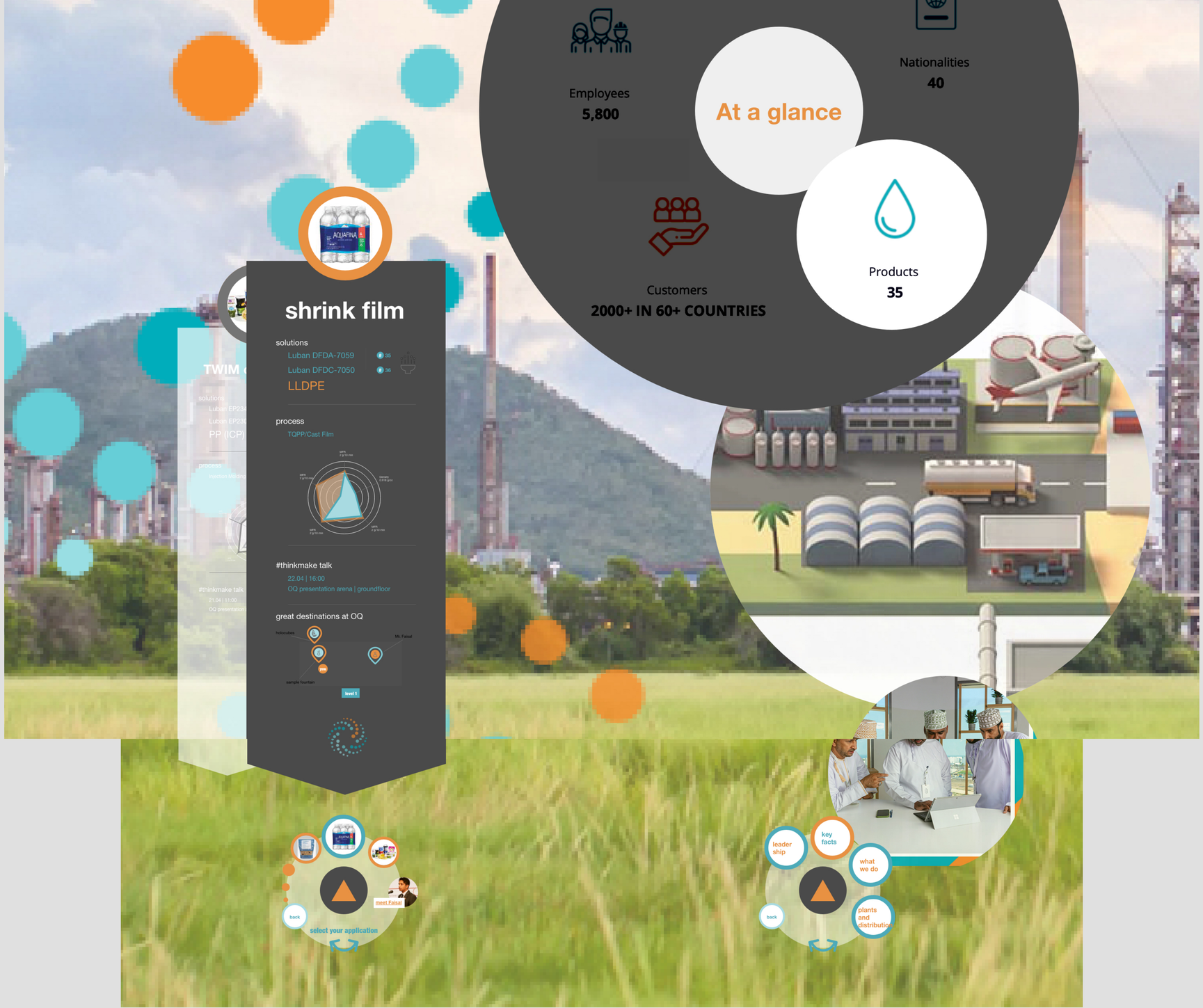
16

automotive

23

infrastructure

12


Employees
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Nationalities
40
At a glance
Customers
2000+ IN 60+ COUNTRIES
Products
35
shrink film
solutions
Luban DFDA-7059
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back

select your application

leader ship

key facts

what we do

plants and distribution

back

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multitouch product display

a combination of multitouch tables and displays
interaction with a physical token makes for an interruptive experience
the content is a celebration of all things OQ with clear focus on product

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booth concept

flow

- select language
- select topic
- explore content

content examples

- market and product content
- grade detail information linked to the sample display
- the story of OQ
- …

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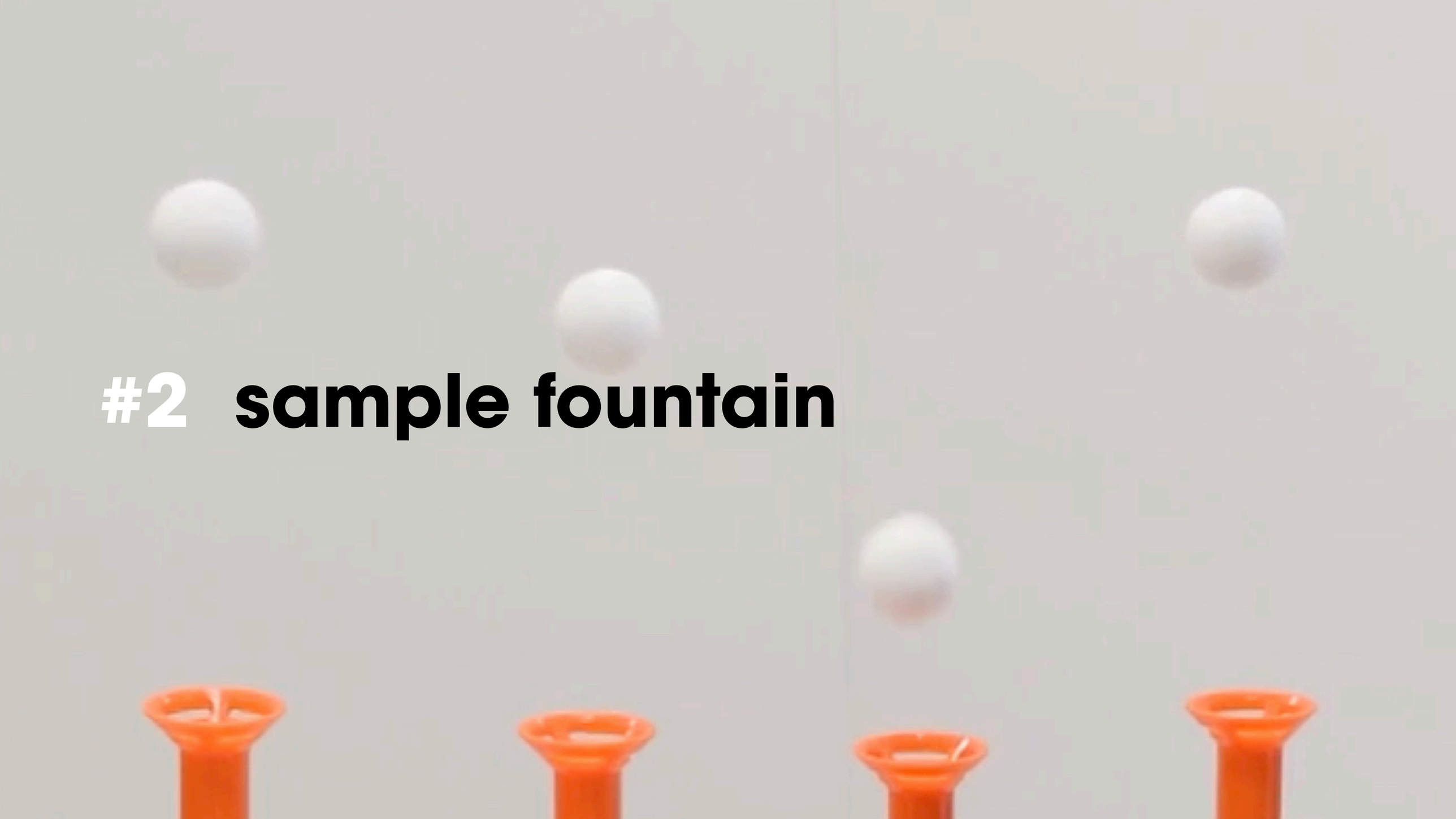
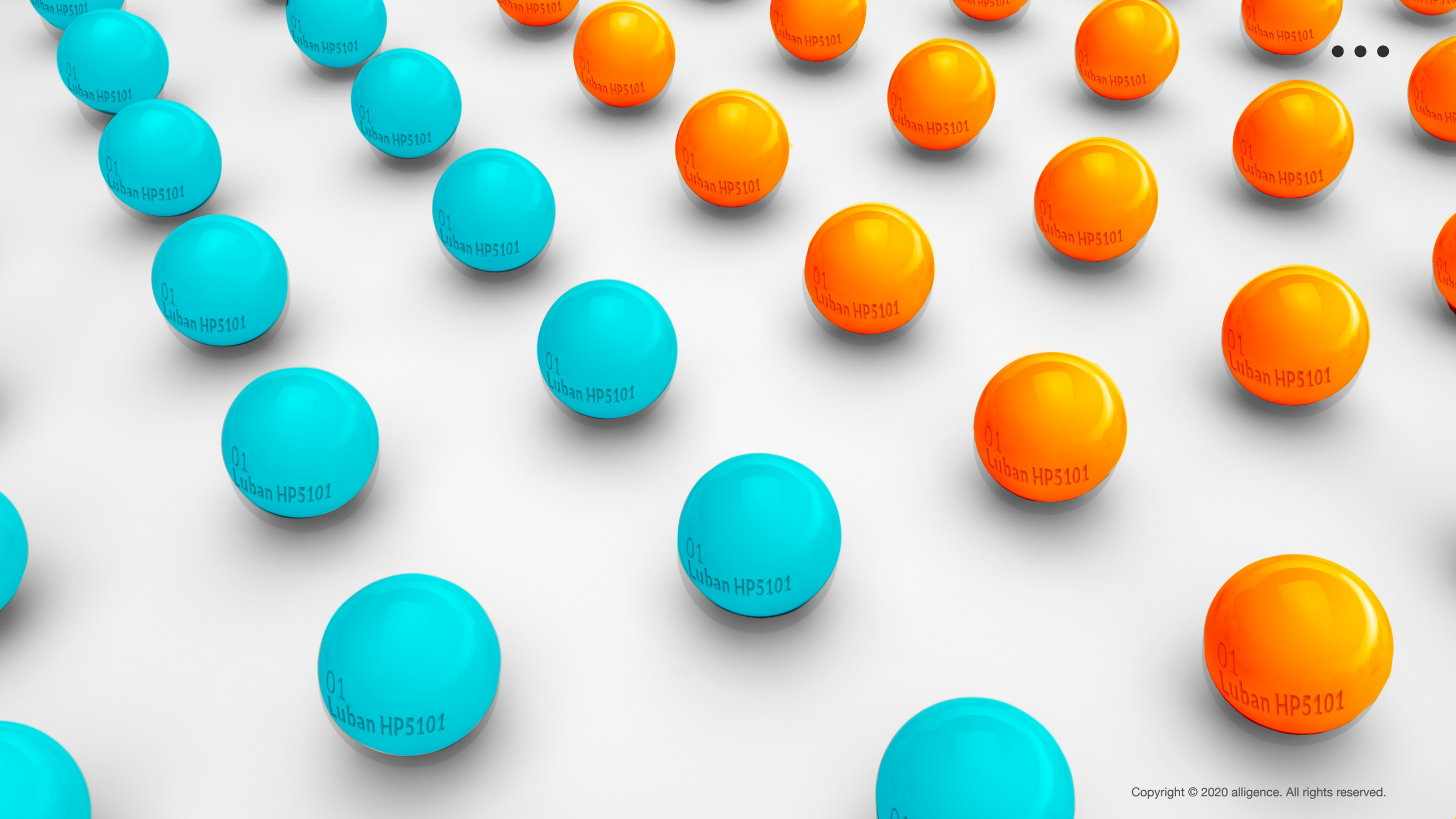
#2 sample fountain


#2 sample fountain



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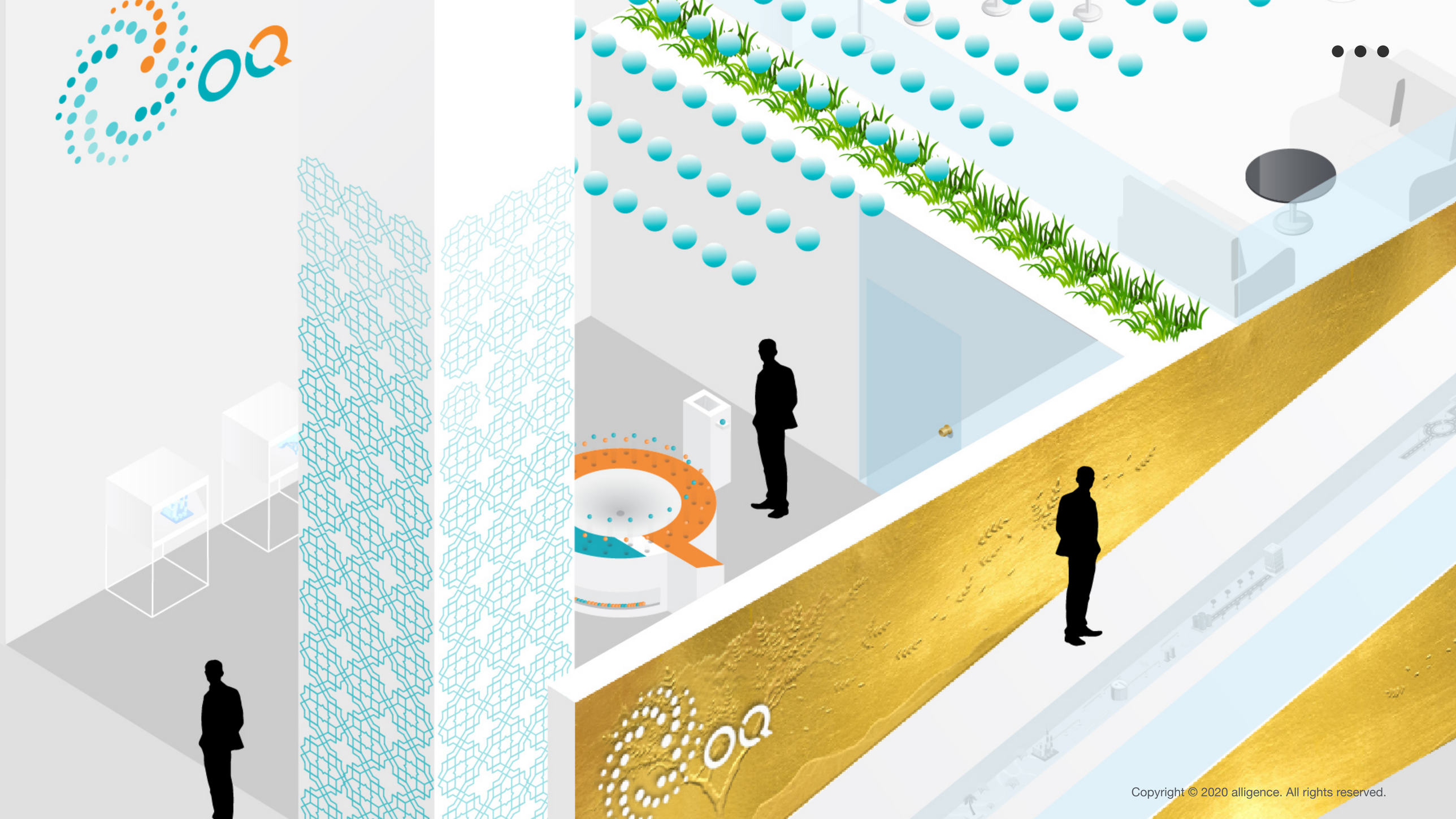

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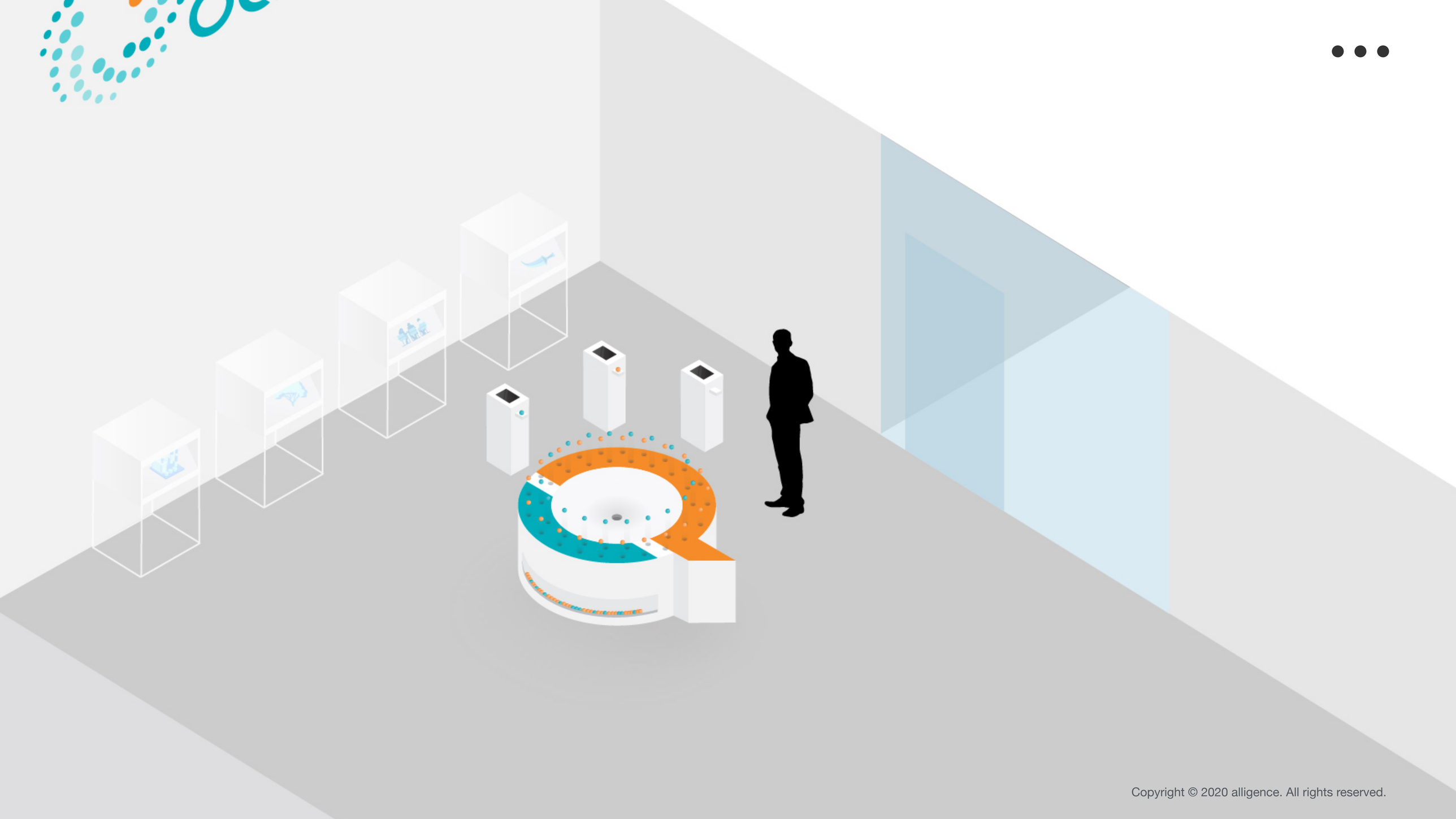

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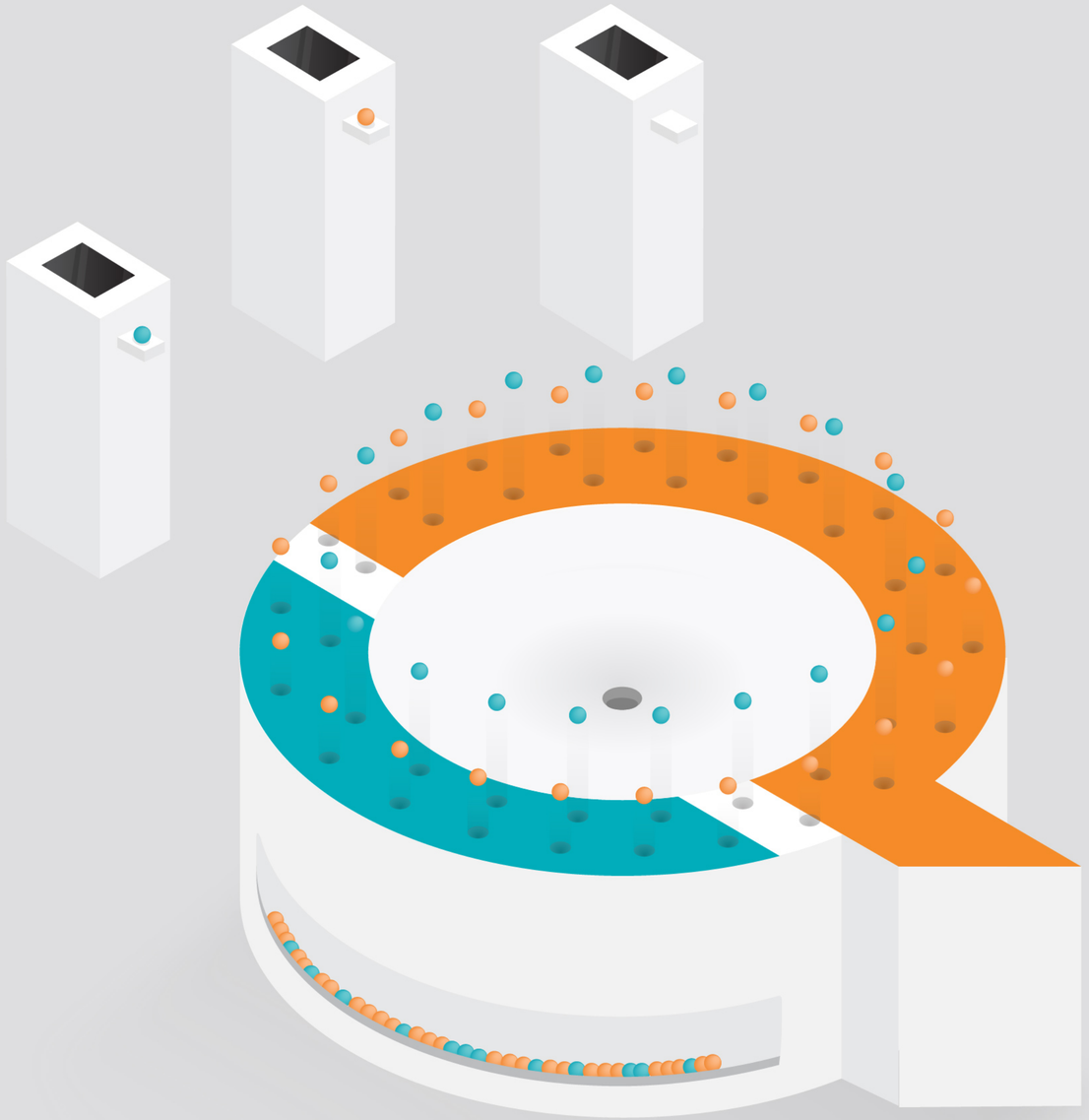

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sample fountain

a series of balls represent each grade and get to be used to explore more

- the balls are tagged with rfid to create a digital exploration
- they can be placed on a console to dive into the detail of each individual grade
- the balls can be taken home as samples
- a unique code on the sample allows the visitor to register and take part in a post-event sweepstakes
- the inside of the set-up would consist of a capture bowl that guides the samples back to a container in the foot for retrieval or replacement

n.b. we’re exploring whether it will be feasible to have the sample balls hover on an airstream for visitors to grab them out of thin air adding an additional interruptive, entertaining quality

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sample fountain

flow

- pick a sample
- explore the key details on the sample
- place the sample on the digital console for exploration
- place back, put into capture bowl or better yet: take home

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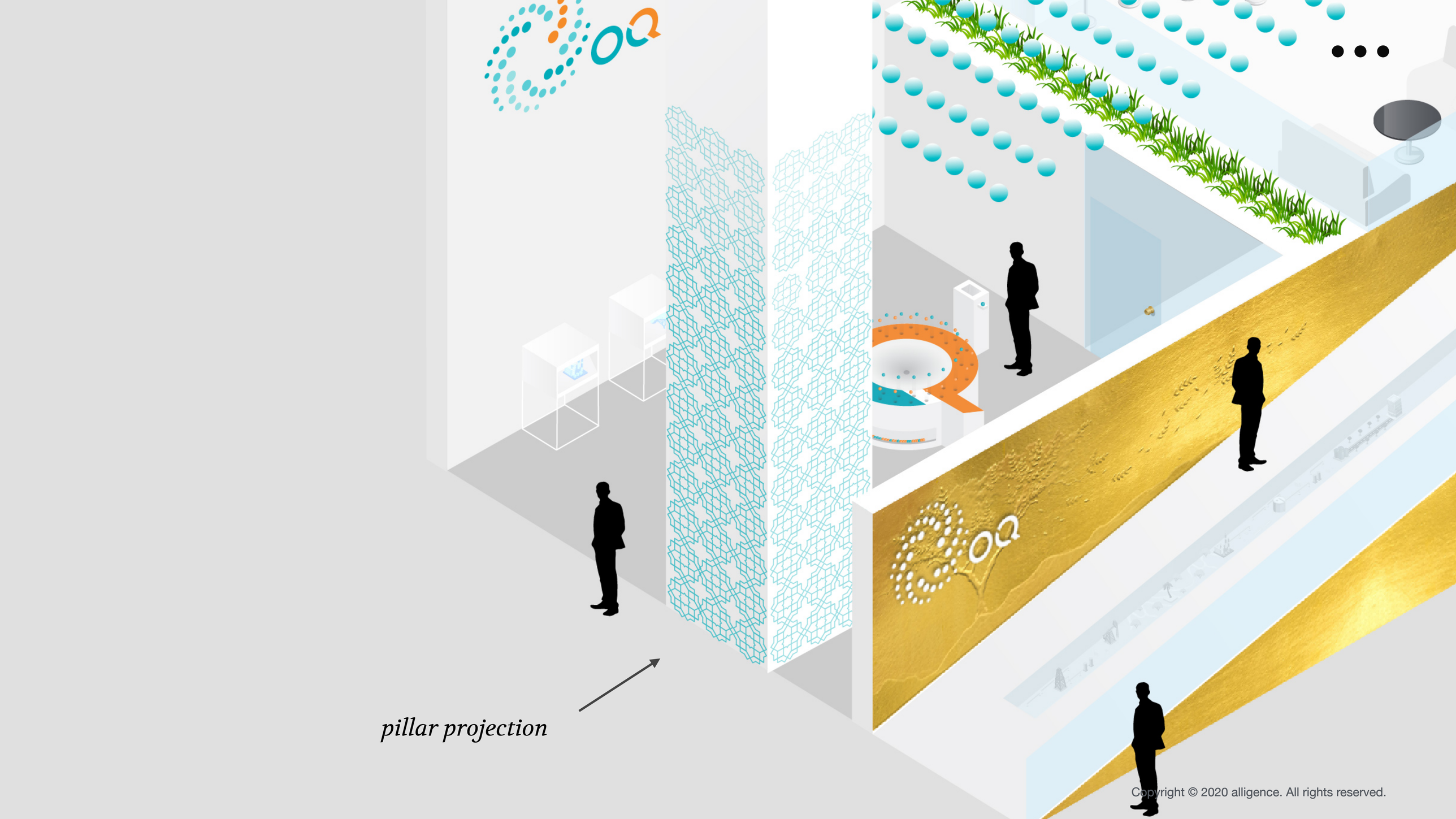
#3 pillar projection

#3 pillar projection



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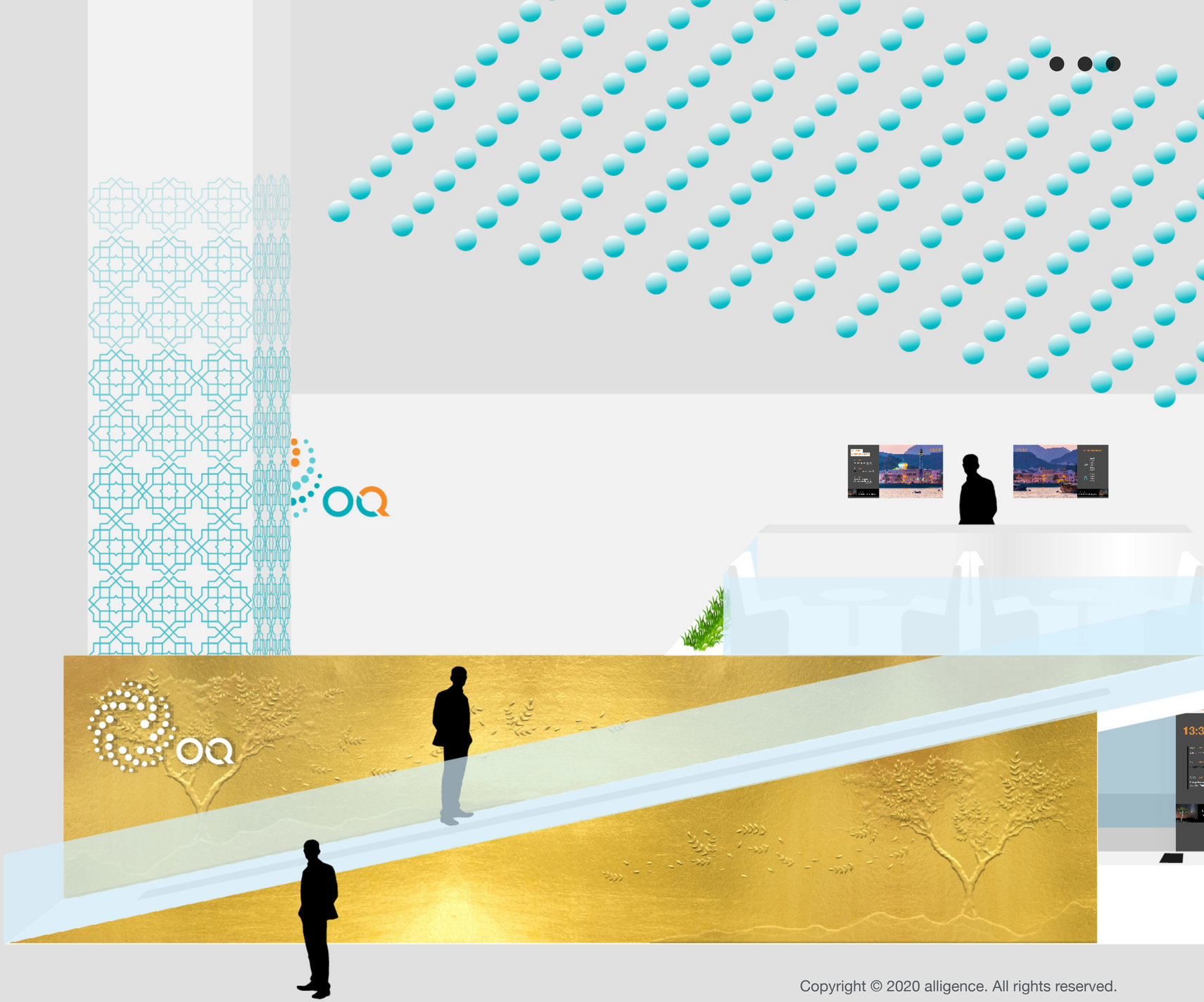
pillar projection →



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pillar projection

we have to negotiate a large concrete pillar in the atrium of our booth offering a possible solution, projection mapping is a technique that allows to project graphics onto virtually any type of surface

- a series of projectors can form an image or animation by subtly overlapping their images
- at this stage we're thinking of using an abstract tile pattern evocating Oman's culture of quality
- pending technical confirmation, the pillar has the potential to become a free billboard rather than an eyesore

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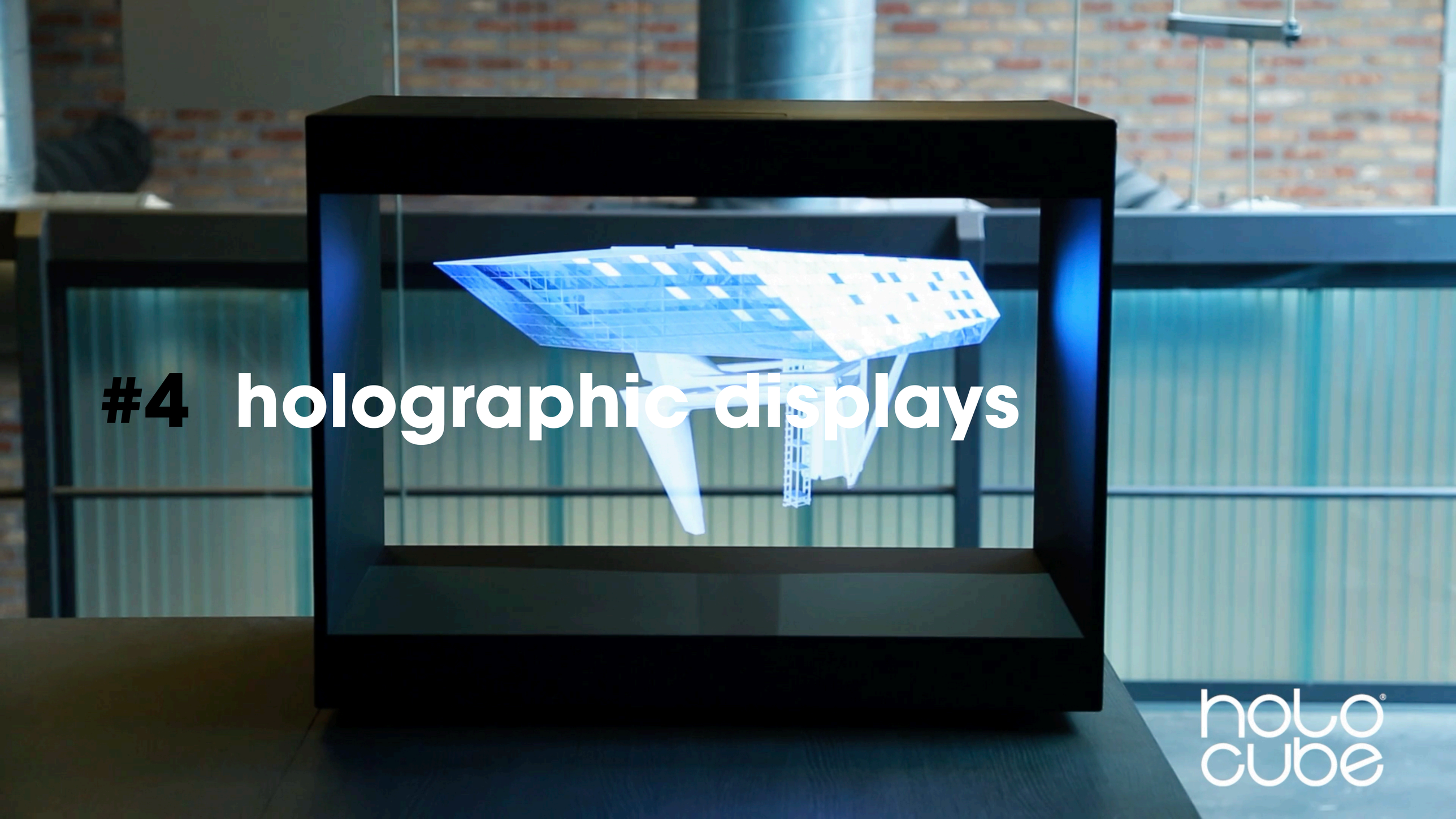
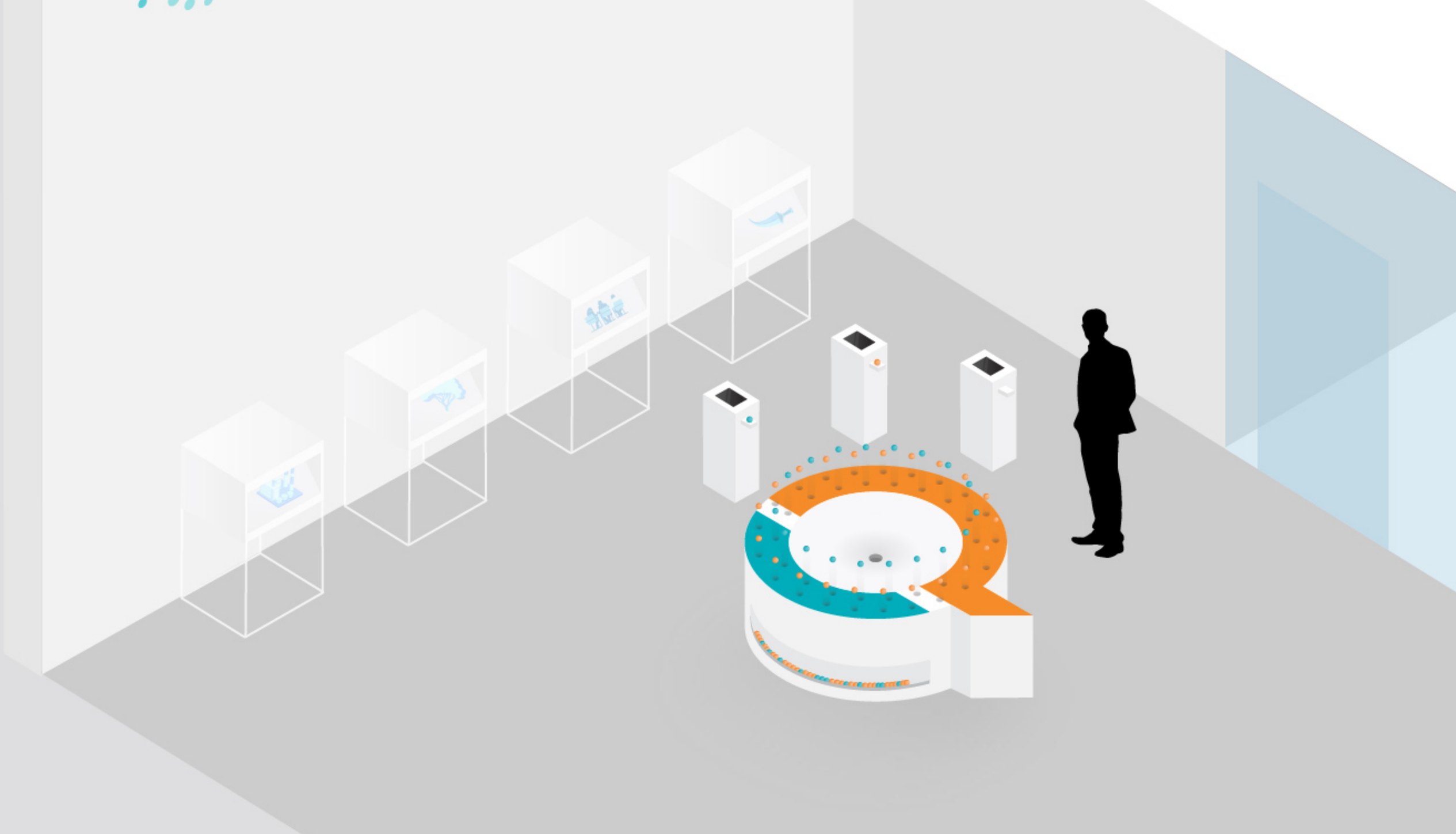
#4 holographic displays


#4 holographic displays
holo cube



holographic displays

the display uses a monitor, a mirror and a slanted glass plate to create a powerful semi-transparent 3D illusion

- our story suggestions at this point: the Liwa story, the significance of Luban to OQ, the people of OQ and Oman: a culture of quality

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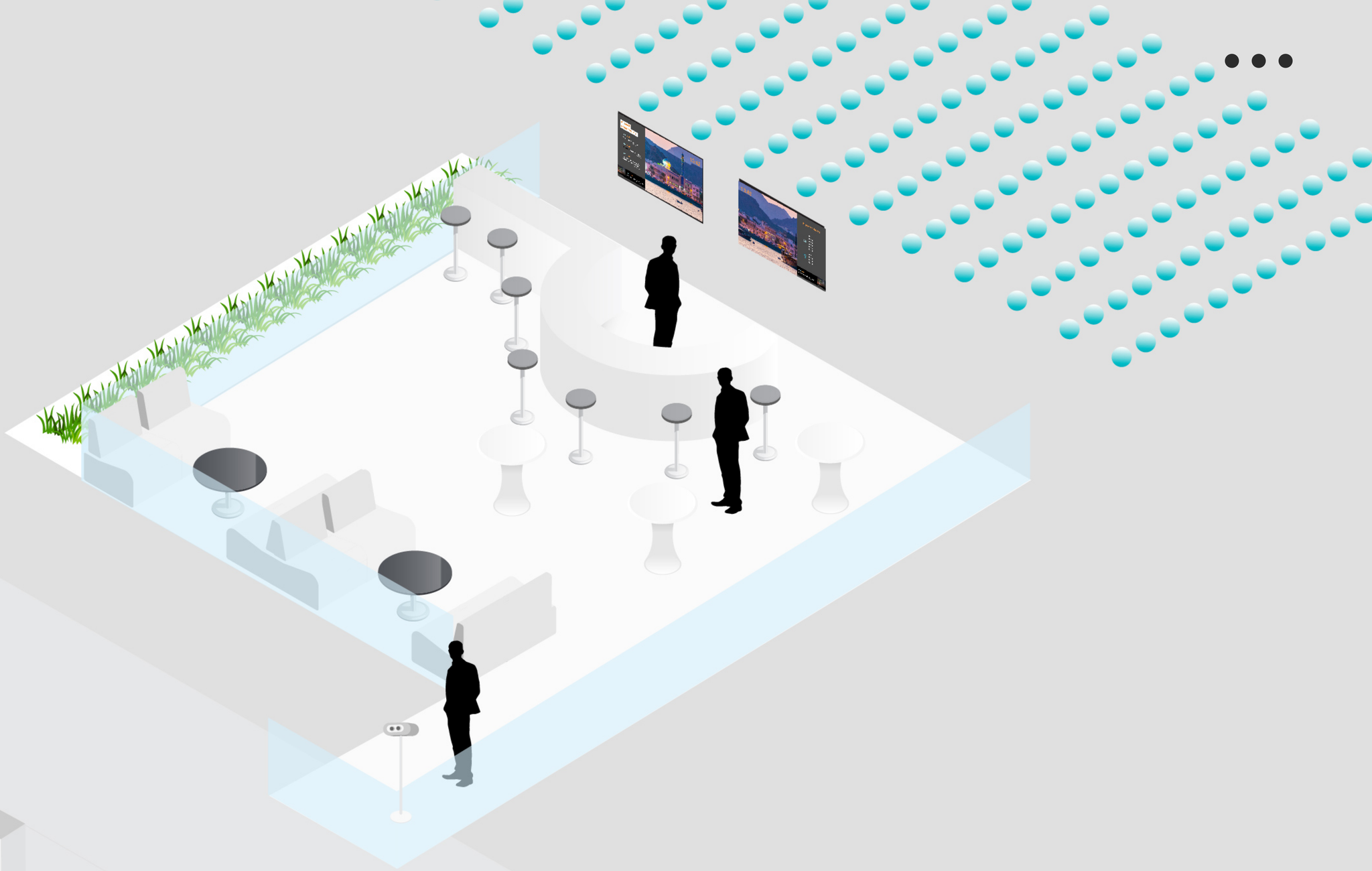
#5 rooftop bar
digital binoculars
access bridge
kinetic lights

#5 rooftop bar
digital binoculars
access bridge
kinetic lights



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14:15 level 1
Oxo: a changing landscape
#thinkmake talk

15:00 level 2
OQ presents ramen done right
cooking demo

16:15 level 1
The polymer business in 2030
a vision from and for Oman
#thinkmake talk

18:00 level 2
OQ presents | a night under the stars
ask us about your invite

for your consideration

item 1
item 2
item 3
item 4
item 5
item 6

item 1
item 2
item 3
item 4

18:00 level 2
OQ presents | a night under the stars
ask us about your invite

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rooftop bar

an upstairs terrace houses a top-shelf environment
for both conversation and entertainment

- a café-bar is ready to provide all beverage and food requirements
  - a push-out in the bar affords the right viewing angles for the cooking demos
  - two monitors show programming details and menu items
    - the monitors create a single ambience image
    - they could also feature a live feed of the #ThinkMake Talks, whether on- or off-site
- it is a great location for a red-rope event
  - "*a night under the stars"* for which the sales reps could distribute exclusive digital invitations to selected visitors
  - a red rope at the bottom of the access bridge and a adapted light ambience will set the right mood

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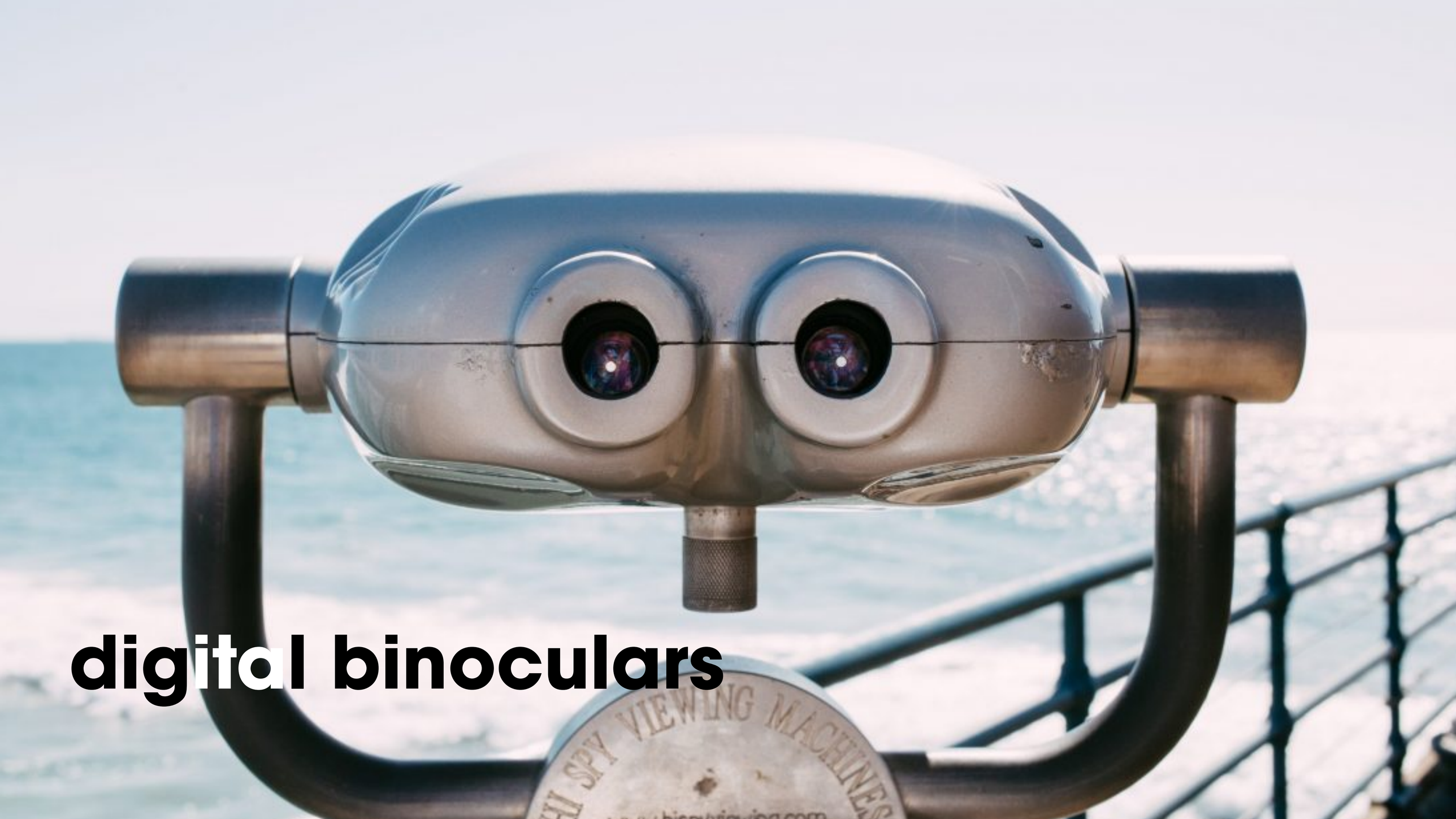

digital binoculars

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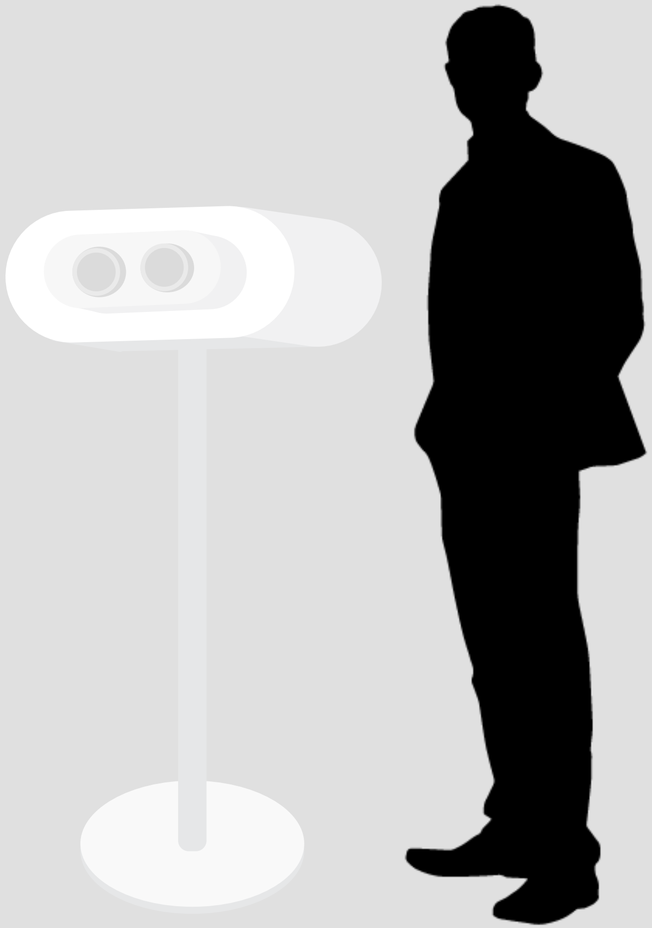

2013
2014
2015

digital binoculars

a "pride of OQ" digital binocular experience offers a virtual visit to some amazing locations

- we invite the visitor to look back “home” to Oman and feel welcomed
- e.g. live feeds or footage from HQ, key OQ infrastructure or the best spots of Oman, Muscat, the Gulf…

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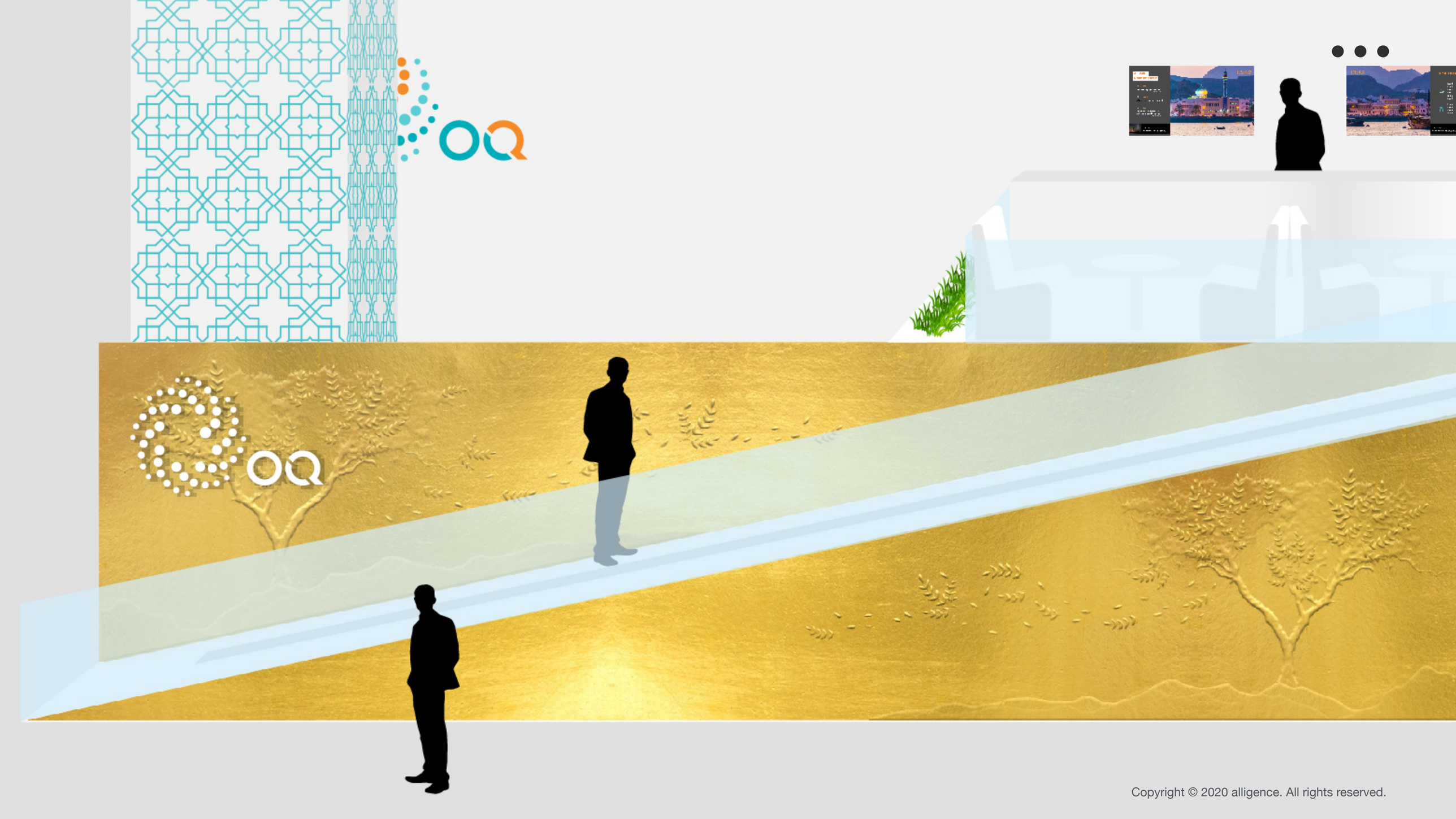
access bridge



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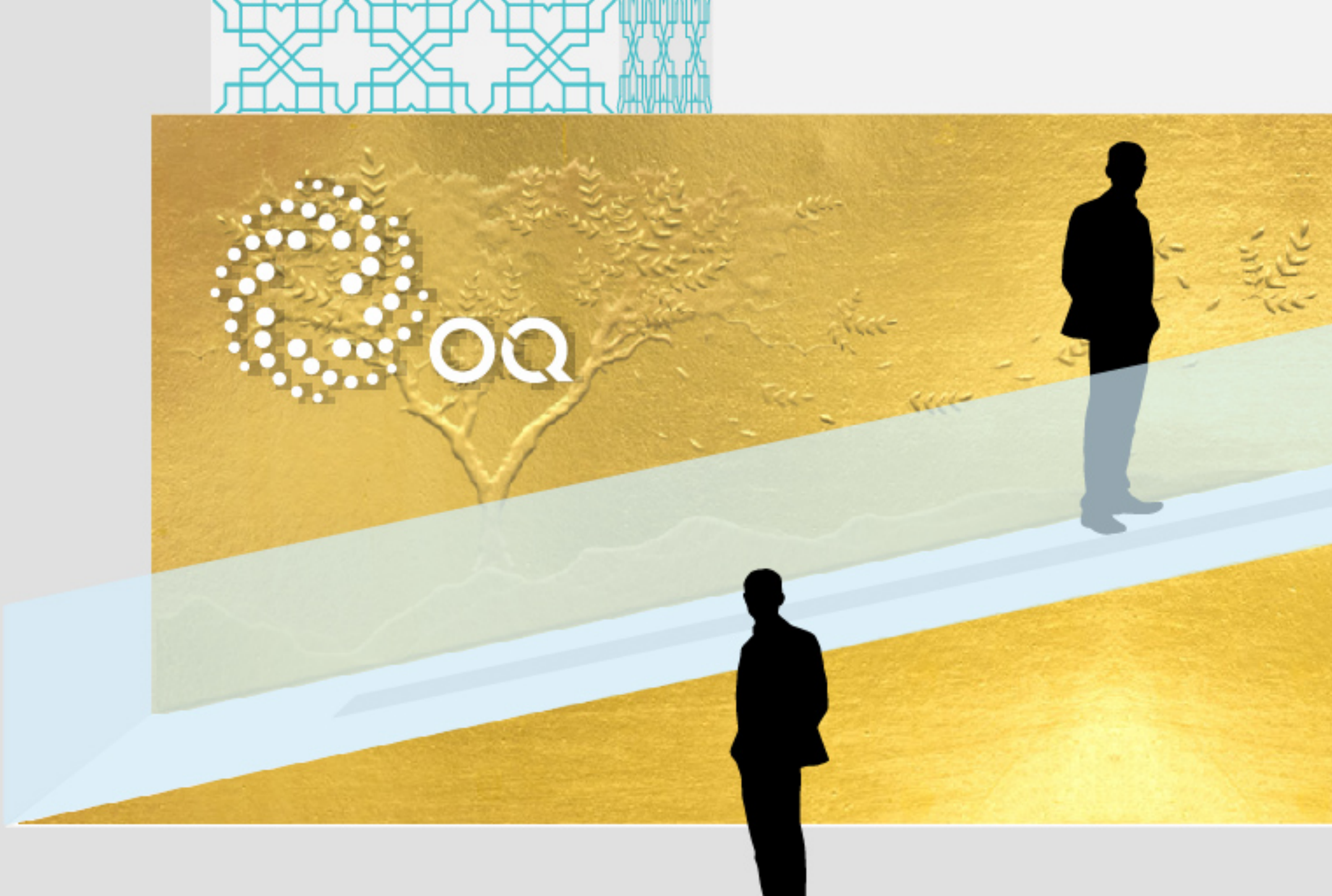

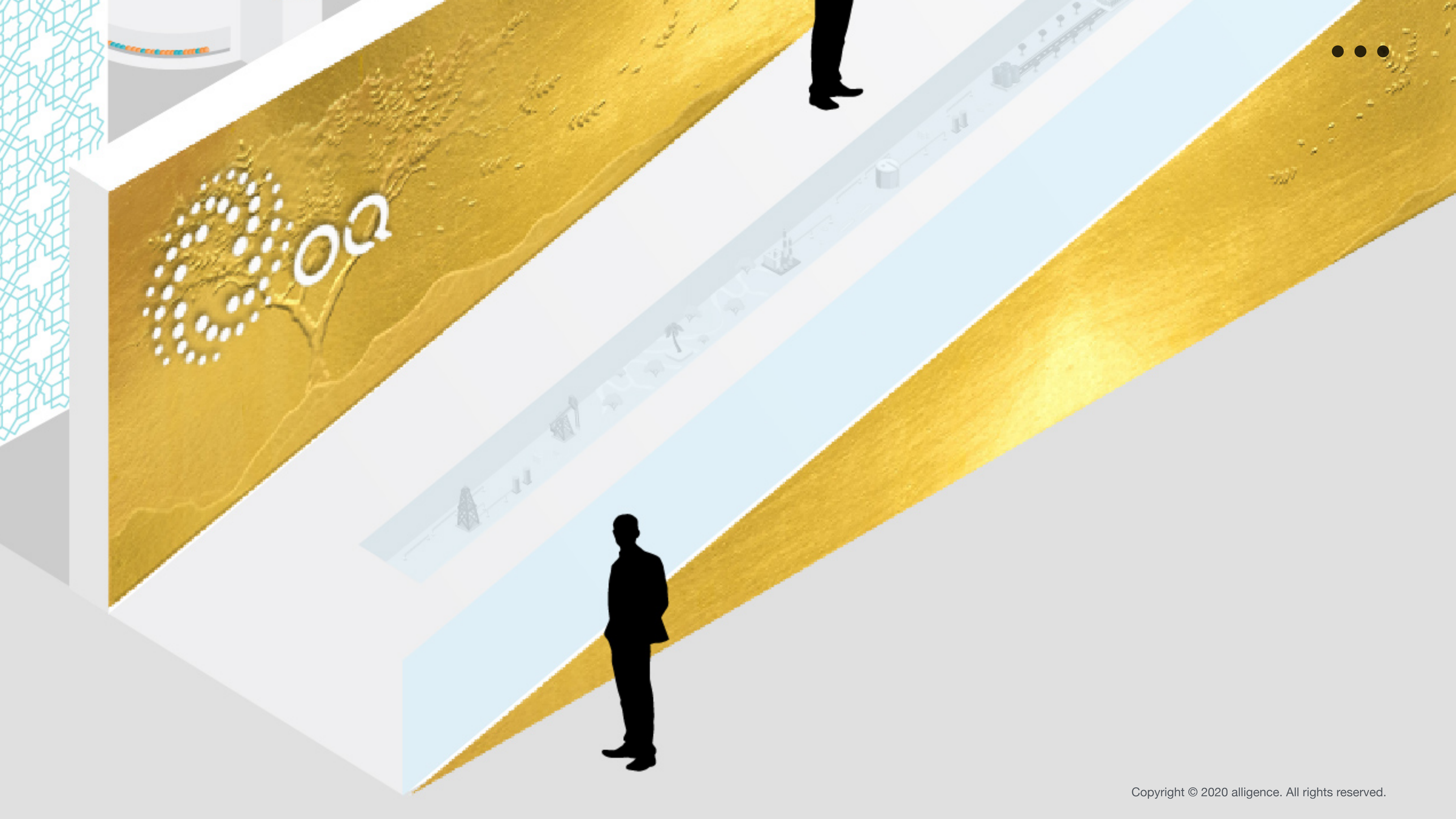

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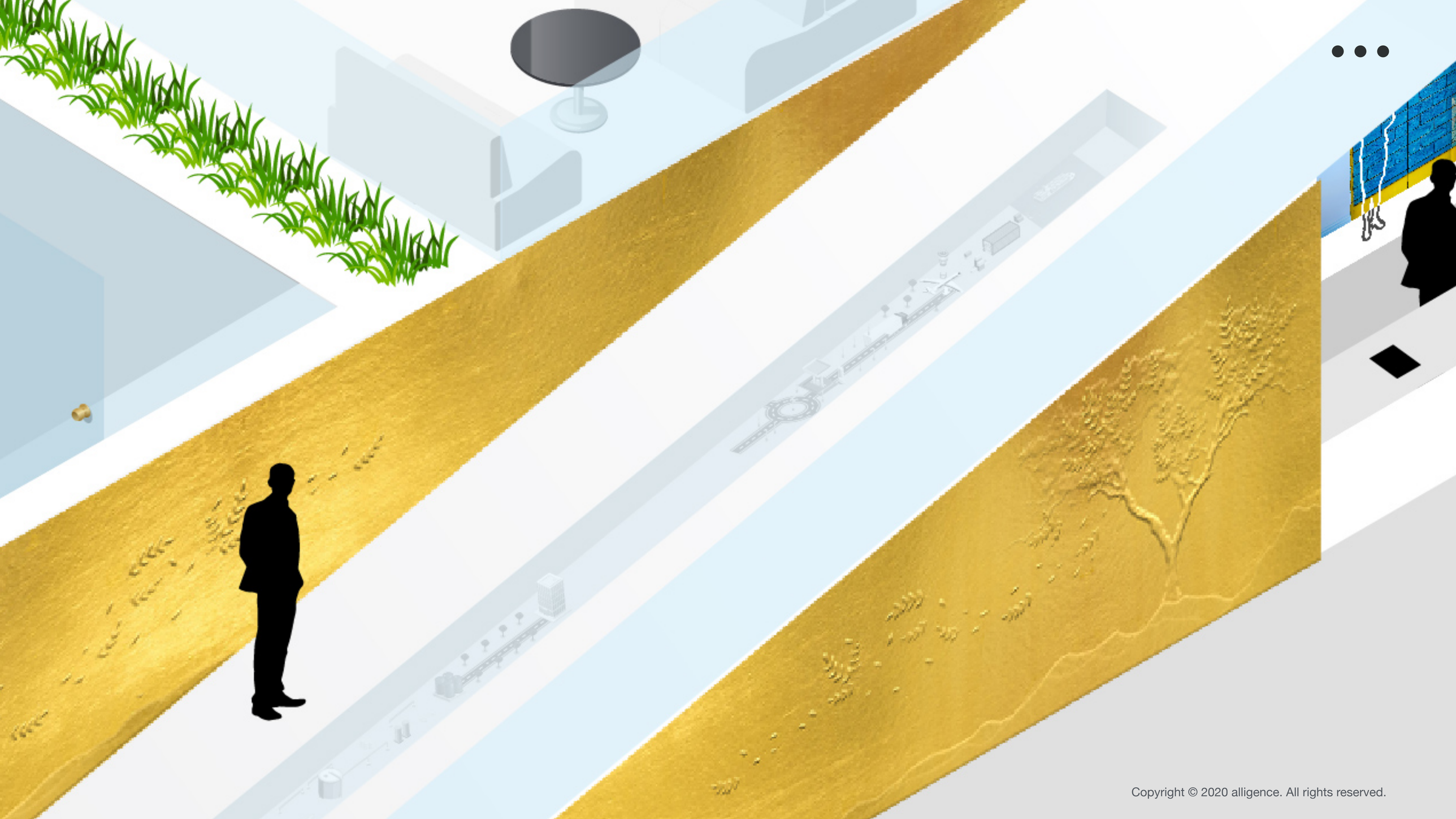

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access bridge

a monumental access slope guides visitors to the roof terrace,
it creates a natural gate to attract and register visitors

- but it also carries two great stories in its own right

- in a recess in the ramp floor a combination of 3D printing, LED lights and maybe even moving objects (e.g. trucks, planes, boats) tell the story of “what we do" in a diorama
  - while climbing the ramp the visitors takes the journey from crude to the international markets
  - it creates a central axis for people to naturally navigate "up- and downstream” walking traffic

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access bridge

a monumental access slope guides visitors to the roof terrace,
it creates a natural gate to attract and register visitors

- a larger-than-life motion activated interactive digital experience
  - golden aesthetic: kissed by the sun, promise of riches
  - links us in to Luban origin story
  - makes the secondary pathway across the front of the booth an integral part of the booth
  - nudges the visitors towards all parts of the booth

n.b. the bottom of the bridge is a great location for a business card scan leading to data retrieval and guidance towards the best parts of the booth

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access bridge

flow

- motion detection captures the passing visitor
- digital leafs from the boswellia tree follow the visitor
- the leafs floatingly guide the visitor to his or her next destination: success in partnership with OQ

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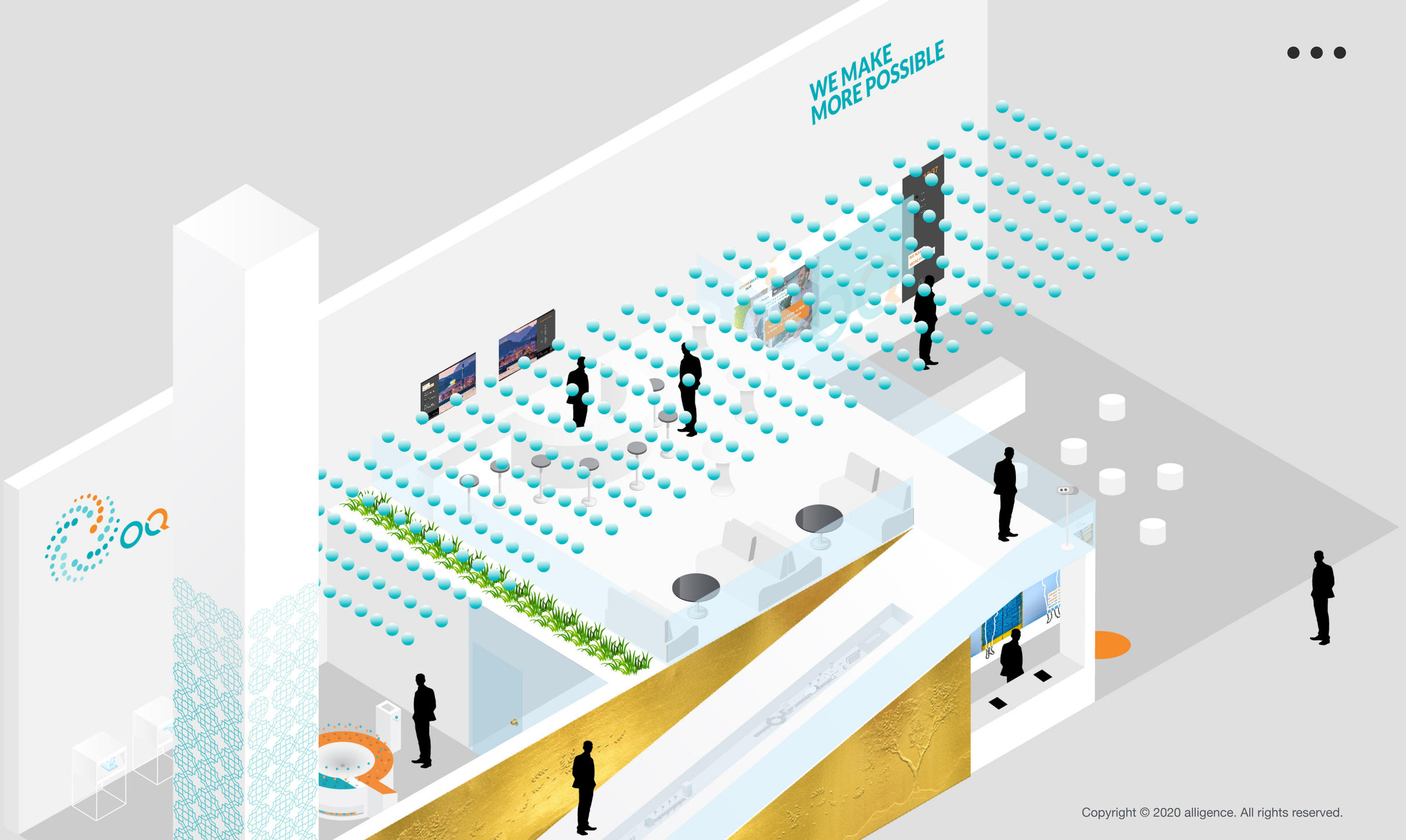
kinetic lights



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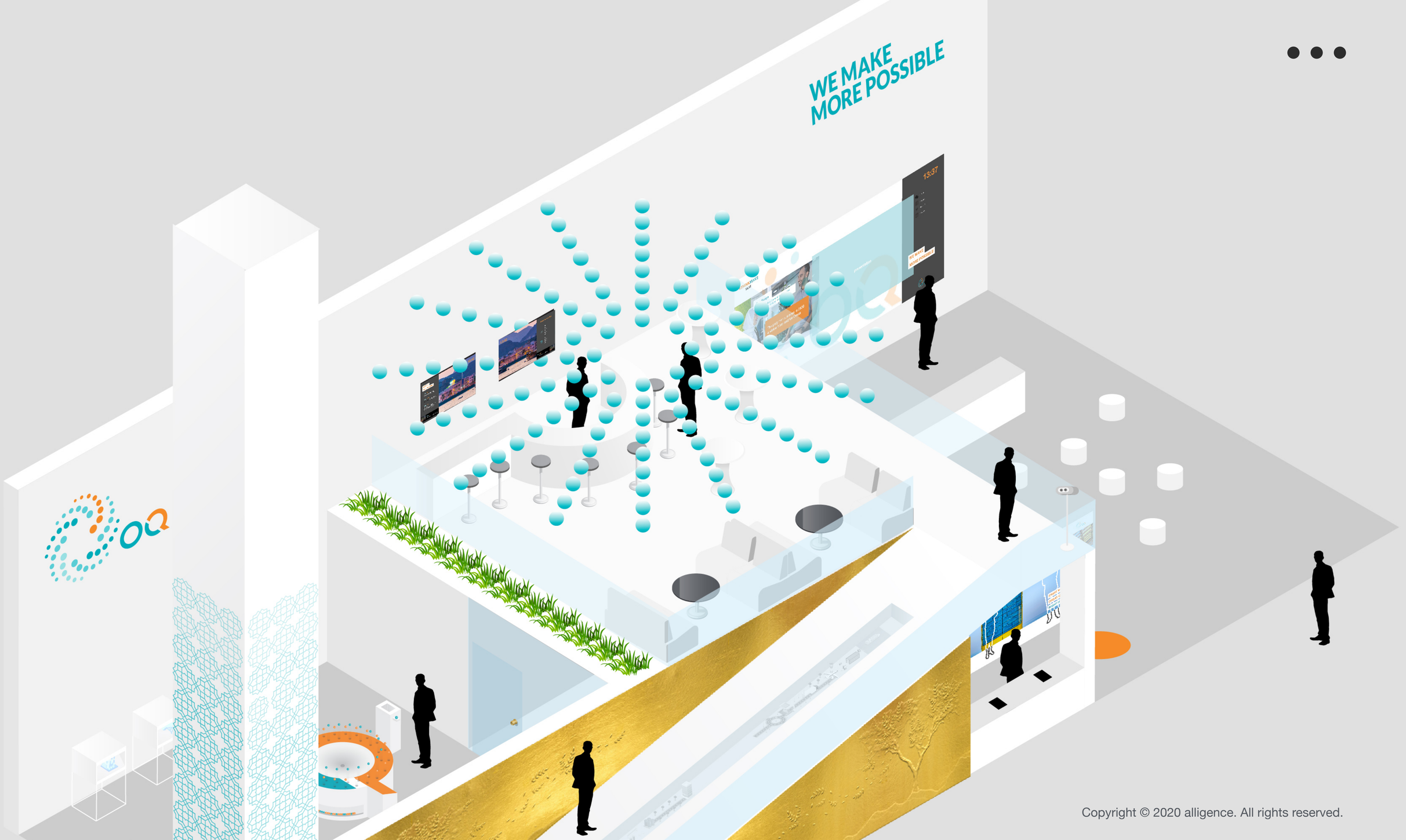

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kinetic lights

a virtual “roof" consisting of a kinetic light installation re-enforces the newly minted corporate identity and draws the visitor ever closer

- the monumental grid of lights can be programmed in colour, motion and sequence
- together they create a smooth, hard-to-ignore visual effect
- the orbs look as if they float but are lowered and retracted on servo-controlled winches in unison
- pending confirmation we can use a grid variant or create a custom grid similar (but not the same) as the OQ logo

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#6 ThinkMake wall

#6 ThinkMake wall

#THINKMAKE

13:37

find
a great
conversation

05:22

next up:
Oxo: a changing landscape
Gilles

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#THINKMAKE
TALKS

Ron Reago

Marketing Communications Lead
communications, polymers OQ

The polymer business in 2030
a vision from and for Oman

09:22

next up:
Oxo: a changing landscape
Gilles

presentation

13:37

handle 1
handle 2
handle 3
handle 4

WE MAKE
MORE POSSIBLE

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18:37

come join us on the roof
for a great conversation about our future together

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18:37

come join us on the roof
for a great conversation about what Oman has to offer

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18:37

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#ThinkMake wall

a wall-size multitouch display in the presentation area offers the opportunity to interact with content, images, videos and documents

- it additionally promotes the programme of the day
- during the talks, it can be used to project the presenter’s content and give contextual content

flow

- visitor walks up to wall
- visitor touches individual content bubbles that expand and show the selected content
- when a talk is in progress, the screen shows the presentation in the context of the booth experience
- we can also show large call-to-actions at strategic moments to promote the programme

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#7 visitor data capture
location positioning
representative matching

representatives

sort by active | sort A-Z

1

2

3

4

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rep match

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WE MAKE
MORE POSSIBLE

13:37

14:15 level 1
Oxo: a changing landscape
#thinkmake talk

15:00 level 2
OQ presents ramen done right
cooking demo

16:15 level 1
The polymer business in 2030
a vision from and for Oman
#thinkmake talk

18:00 level 2
OQ presents | a night under the stars
ask us about your invite

WE MAKE
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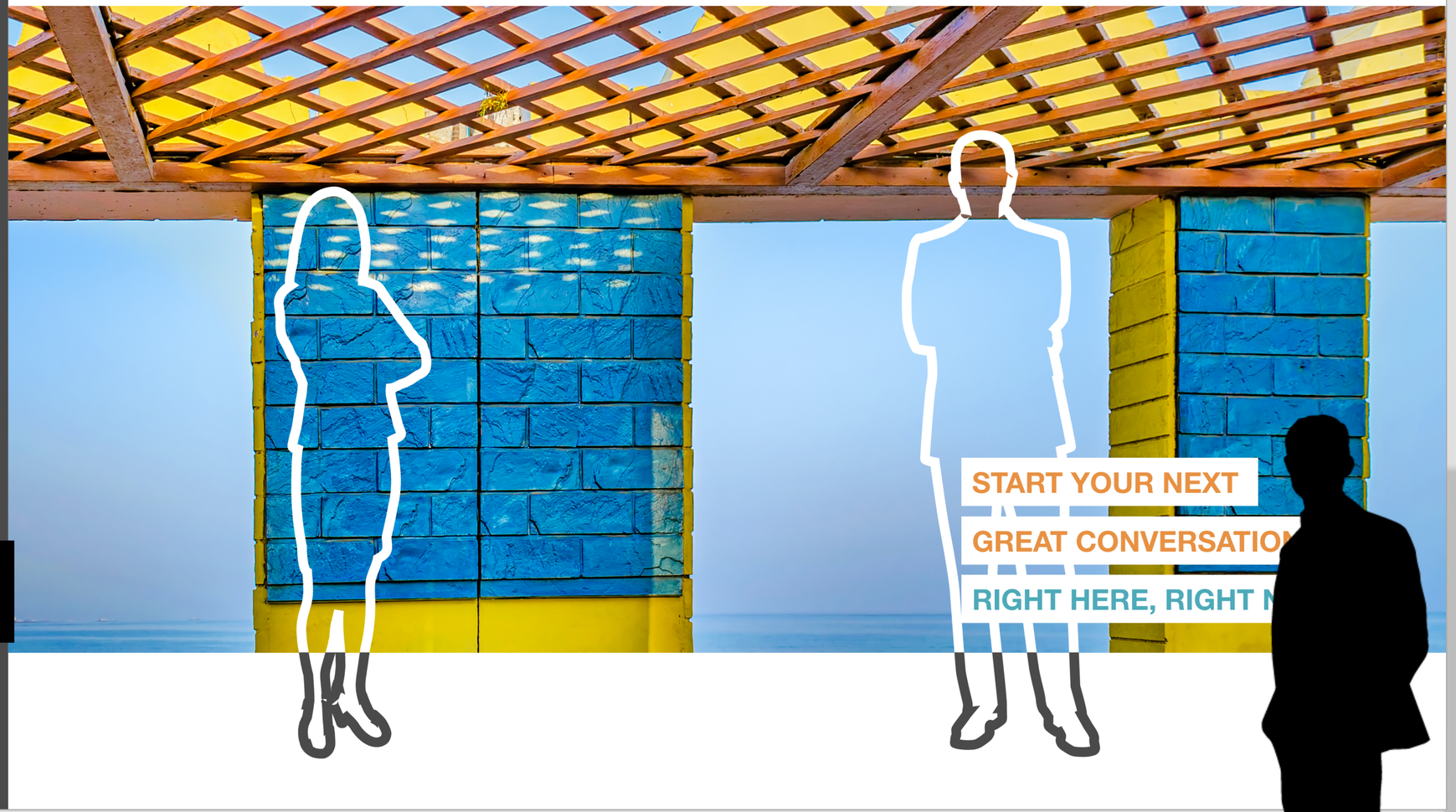

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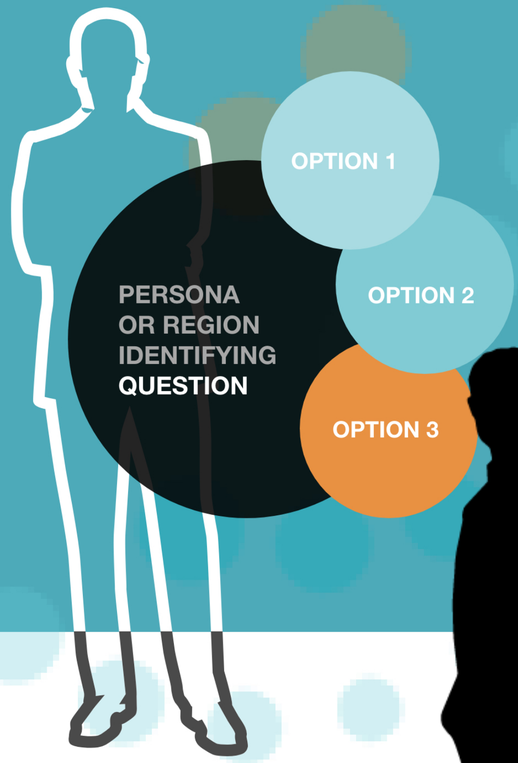
1/4

START YOUR NEXT
GREAT CONVERSATION
RIGHT HERE, RIGHT NOW



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4/4

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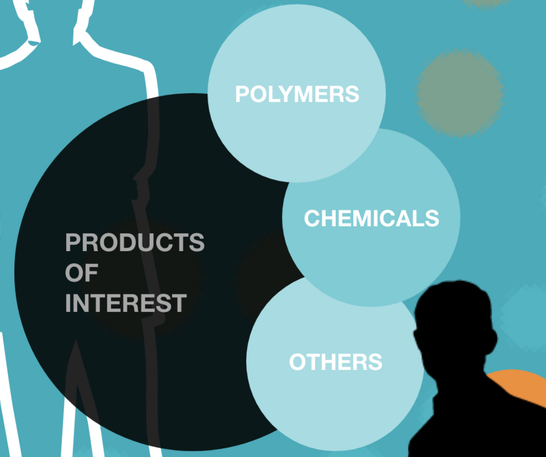

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ask us about your invite

START YOUR NEXT
GREAT CONVERSATION
RIGHT HERE, RIGHT NOW

SEARCHING FOR YOUR
NEXT GREAT CONVERSATION

Justin Nguyen

Business Development Lead
Asia, polymers OQ

HAVE GREAT CONVERSATION

WITH JUSTIN

RIGHT THERE, RIGHT NOW

18:00 level 2

OQ presents | a night under the stars

ask us about your invite

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visitor data capture, location positioning, representative matching

position tracking will be leveraged to make sure visitors connect with a representative quickly and confidently based on specific attributes and requirements

- the representatives carry a tracker with a available/unavailable button that puts the representative on the map
- the data creates a perfect “match"
- optionally we can feed the data into a mobile sales enablement tool allowing the representative to capture the conversation and prepare their sales strategy based on the answers given
- receptionists can access the rep locations at the desks to make more informal introductions or find key people

in short: the guaranteed best person to have a great conversation is automatically introduced to the visitor

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visitor data capture, location positioning, representative matching

flow

- visitor gets detected by a kinect camera
- their silhouettes get projected on the wall creating an interruptive moment
- the receptionist silhouettes become real-life
- when a visitor enters the circle demarcated on the floor, "the lights" come on and the matching begins
- the visitor completes a short series of persona defining questions
- we capture products of interest, business needs, job area… anything to help inform the rep on the client’s needs
- an automated match is made and a notification is send to the selected representative to expect a visitor
- a real-time animated map based on the tracker position combined with the full-size green screen footage of the selected representative makes missing him or her virtually impossible

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#8 meeting rooms
kitchen
control room
storage unit

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meeting rooms and meeting reception

a meeting reception with management for appointments handles the meeting room planning

- the main reception is connected with the auxiliary one to cut down on personnel requirements
- three meeting rooms with a display, showing key messages when not in use, are available for conversation
- a waiting area accommodates the waiting visitor
- the meeting rooms could make use of privacy glass
    - it becomes opaque when a small current is run through it with a push of the button
    - transparent meeting booths offer an open vista across the booth, yet deliver privacy when required

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kitchen, control room and storage unit

the booth also houses a series of more practical spaces

- a strategically sized kitchen is nestled in the back of the booth
  - a food elevator delivers items to the rooftop bar and provides roaming service personnel with a place to grab their drink orders
- an AV room is hidden inside the kitchen to handle the practical side of the digital installation content management and offers suppliers a small space for office management
- the access bridge to the roof houses a storage unit for marketing materials and other items, and is accessible from both receptions

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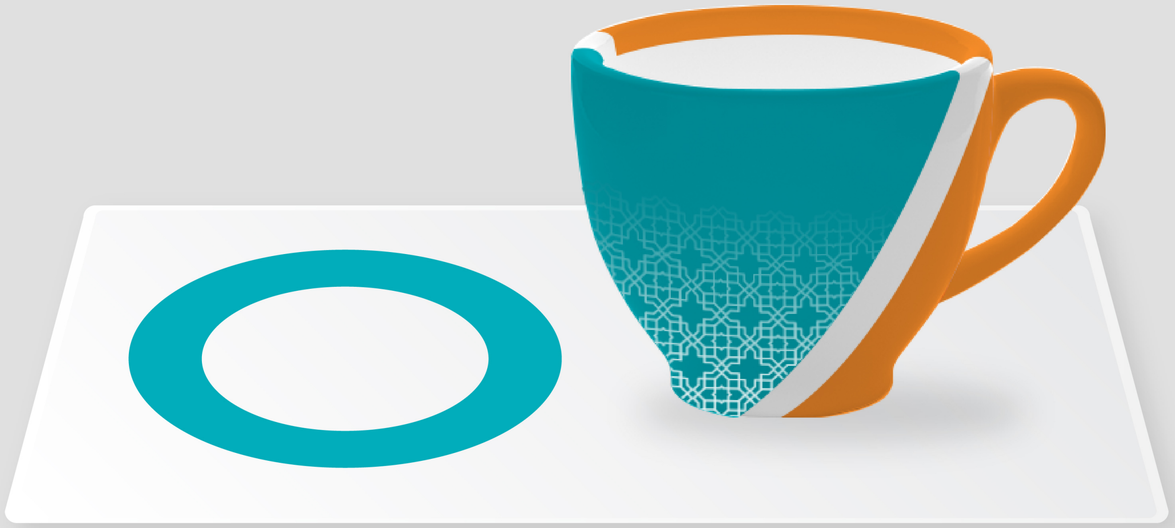
give-aways and other spice



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give-aways and other spice

custom coffee mugs

- why not create custom coffee mugs that from the top optically looks like the new logo
- they can be used during the fair and make an interesting give-away for selected visitors

luban incense bell jar

- why not design a custom bell jar with a small 3D printed Boswellia tree and luban scent
- they can be used in the meeting rooms and make an interesting give-away for VIP visitors

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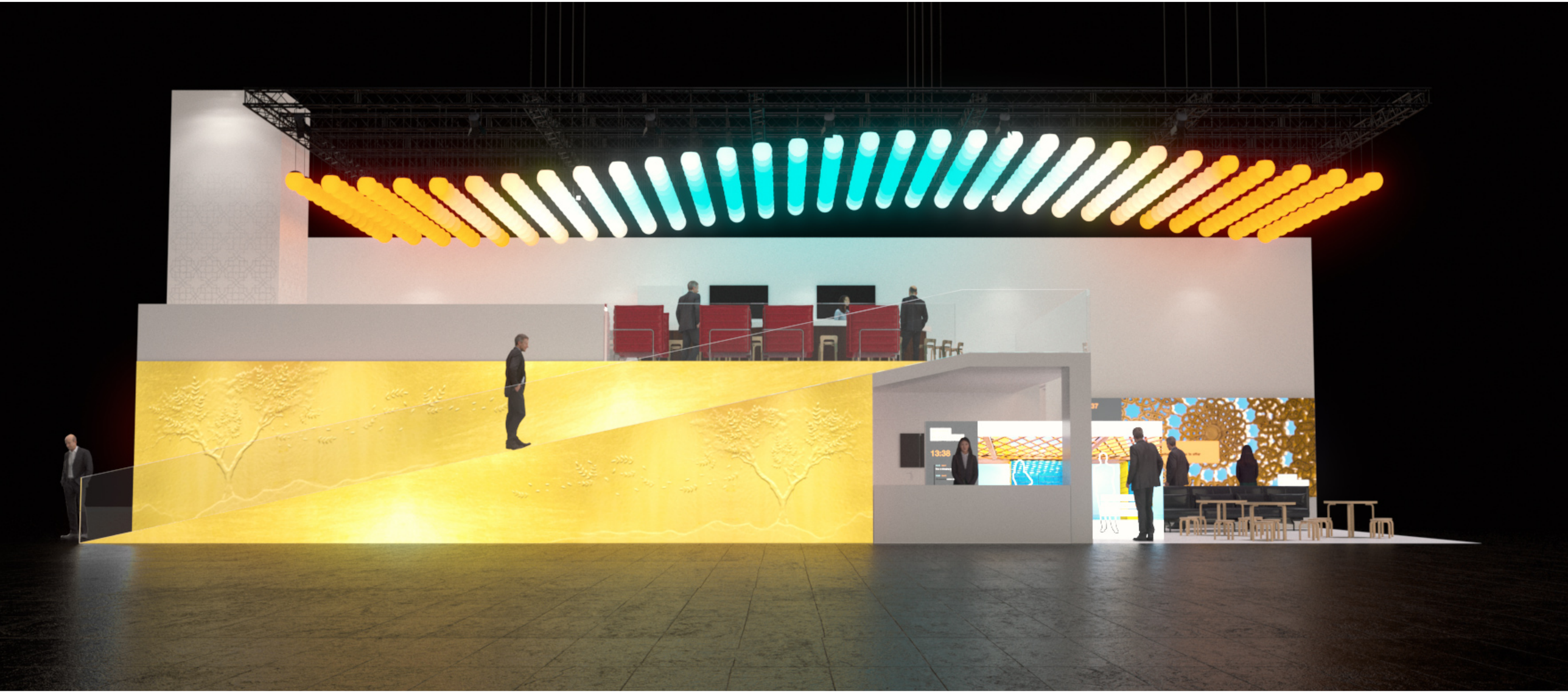
early renders



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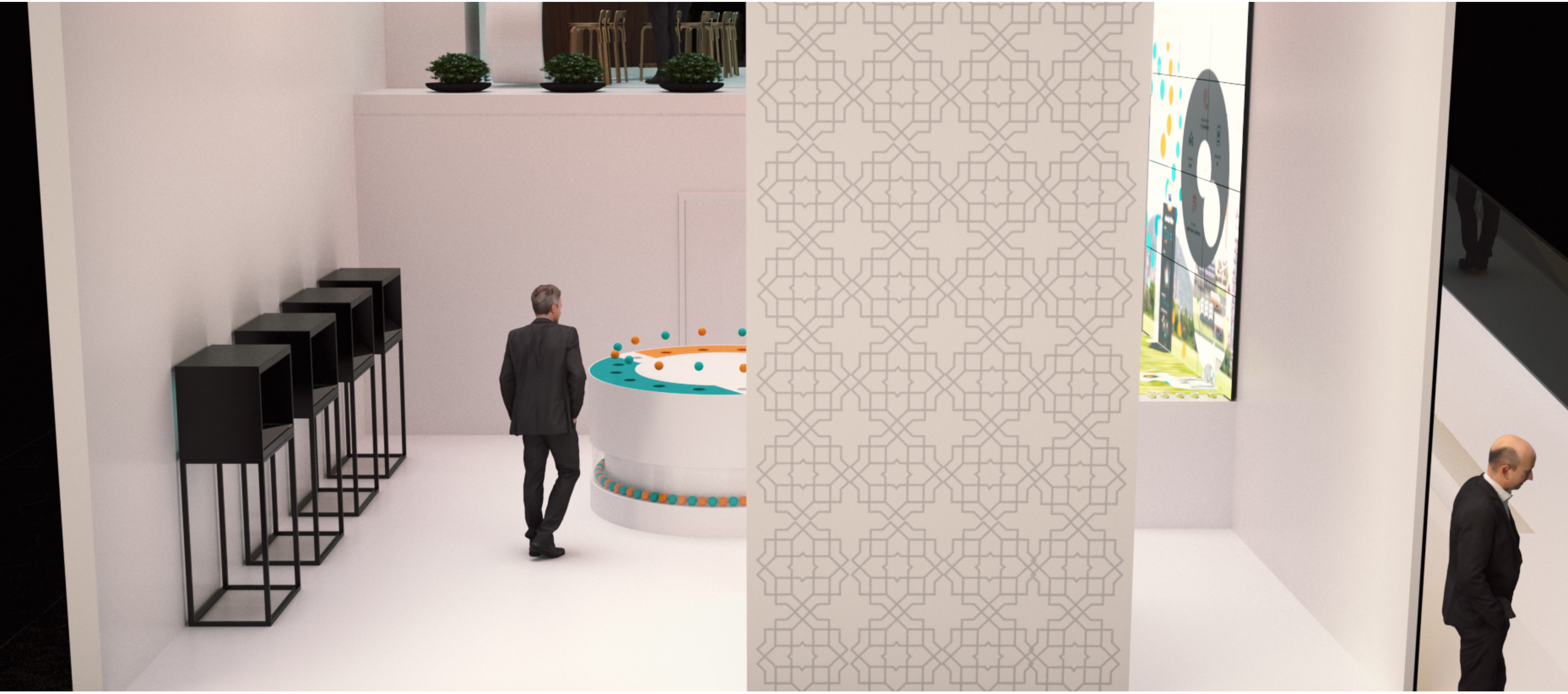

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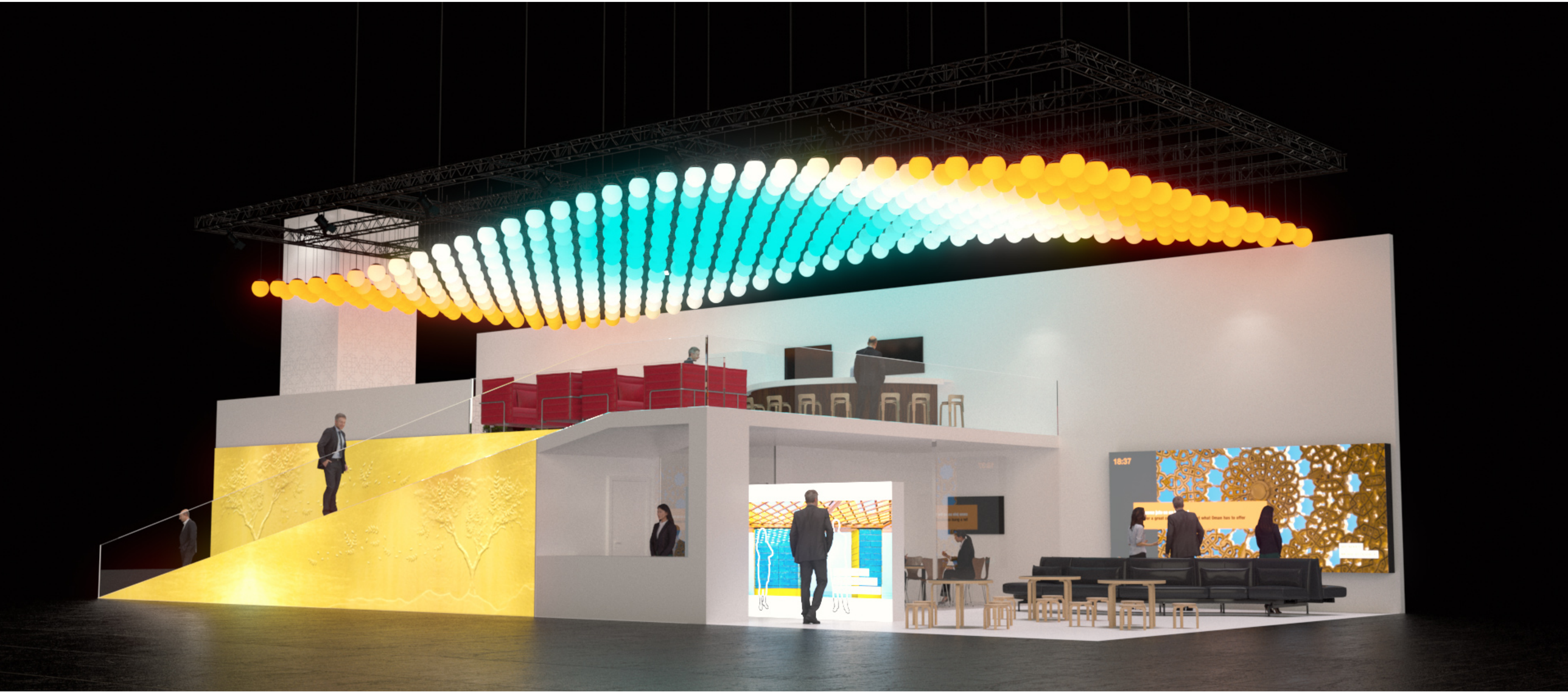

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one more thing...

drones!

GO WITH THE FLOW / SWIM AGAINST THE TIDE

drone cloud display

if location allows why not make a big impression on Shanghai
and increase foot traffic to the booth

introduce the arrival of OQ on the big stage above the fair grounds,
above the river or at another suitable location local regulation allows for
and set the right tone for an entry into the Chinese market

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q&a

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visit the online version of this presentation

thank you.