



SHELL POLYMER

Interactive Experiential

For 

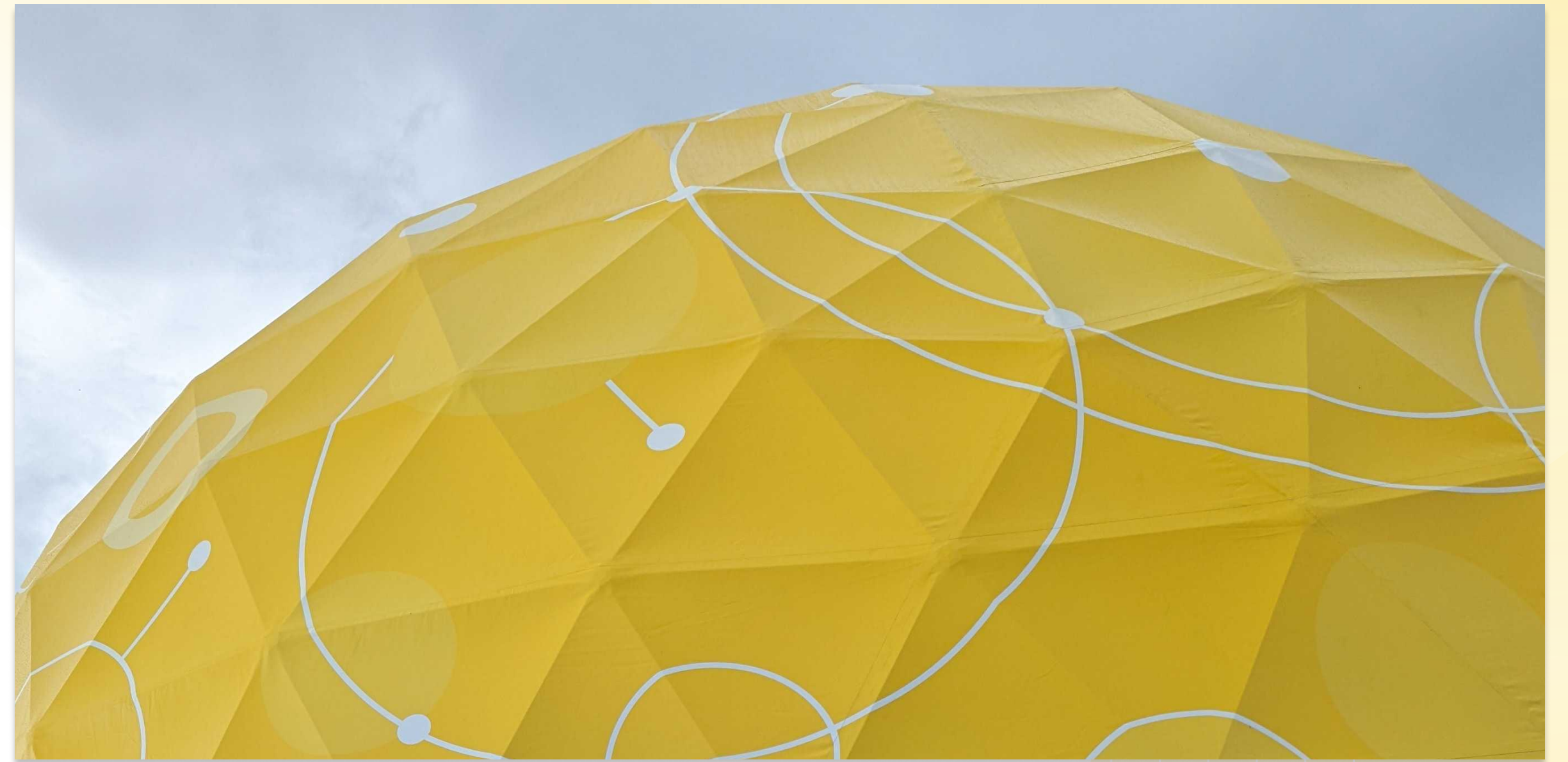


Case Study/Shell Polymer Interactive Experiential

SHELL // MC2

The Ask

We were tasked with creating an interactive experiential walkthrough highlighting the benefits, features and long-term sustainability of the plant and its potential benefits for the clients invited to the event.





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Solution

To underscore the innovative spirit at the heart of Shell Polymers and the plant, we deployed a range of interaction modalities including **Pufferfish Spheres, touch-screens and gestural arrays** which powered gorgeous CGI animations and Shell content.





Confident Supply



Shell Polymers, Monaca Pennsylvania



Look at weather reports for your vacation, not business planning.
Our location in Southwestern Pennsylvania is a more secure supply source.
The plant is designed to handle whatever Mother Nature throws our way.

Tap below to learn more.

Protection from flooding

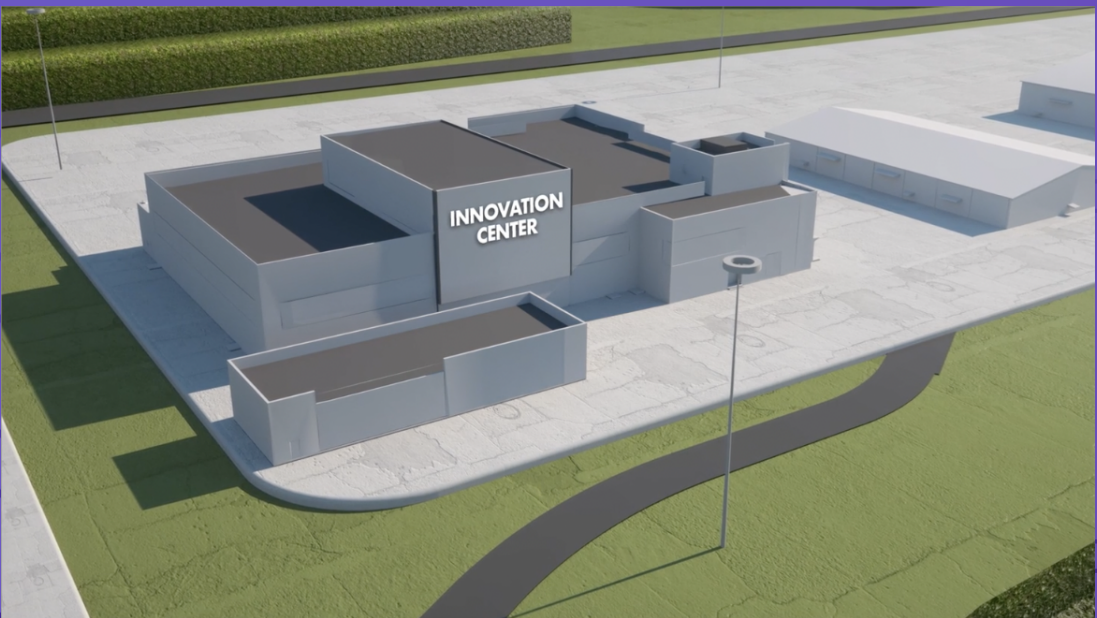
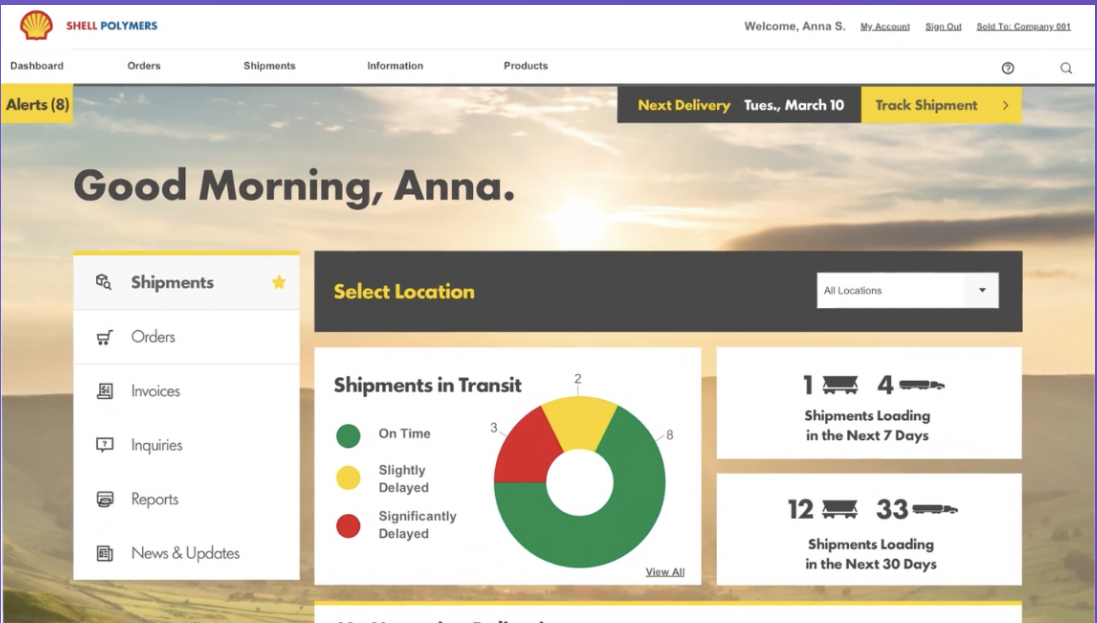
The lowest elevation is 14 feet above the 100-year flood stage for the Ohio River. And most of the plant is 80-100 feet above.

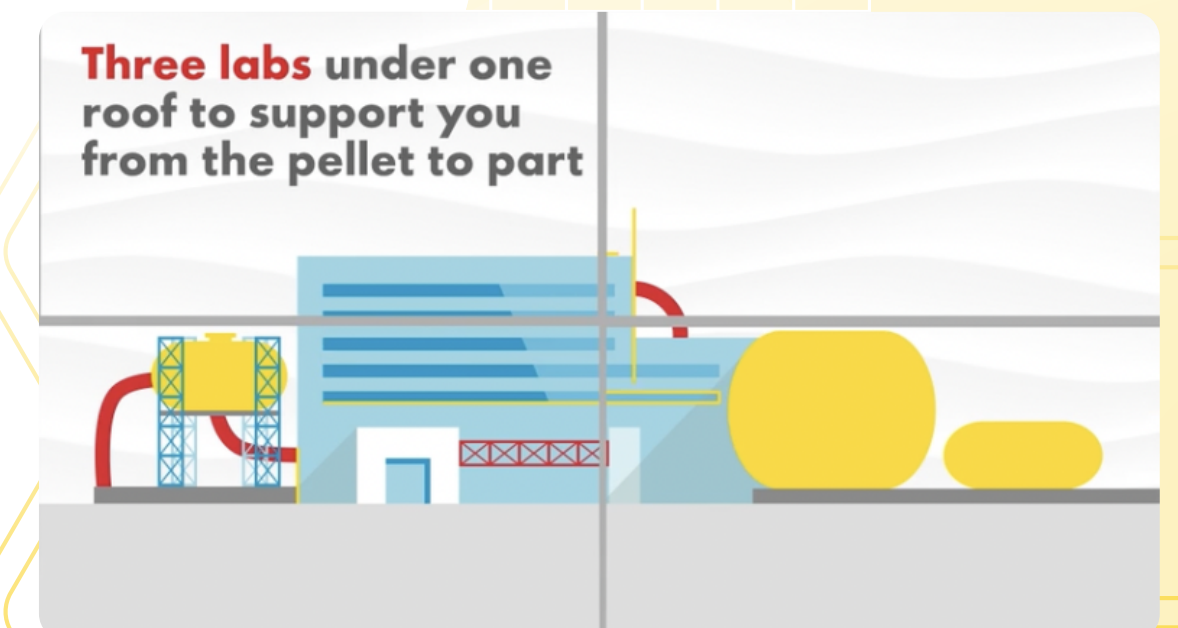




Customer Hub

Frictionless Experience

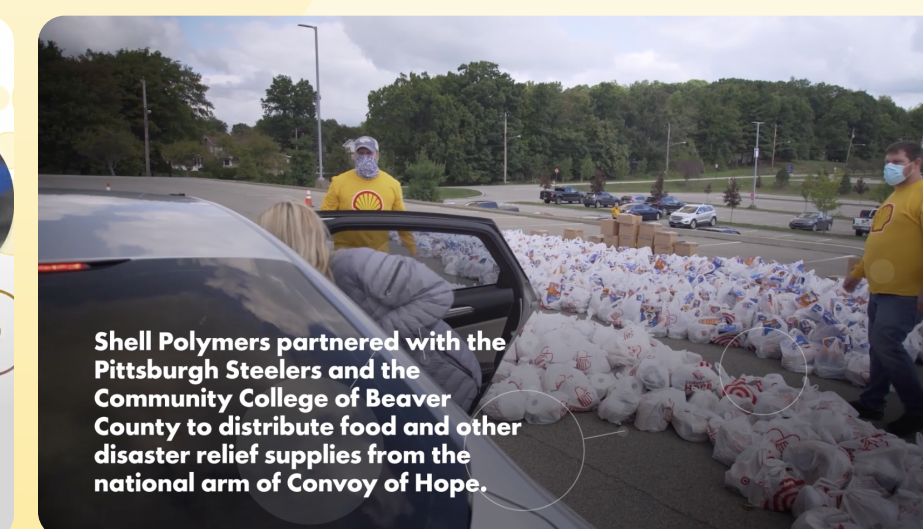
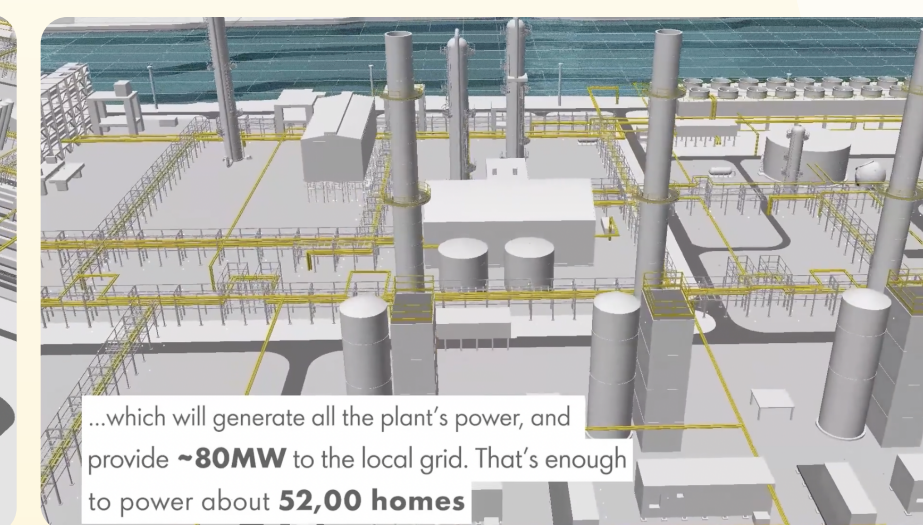
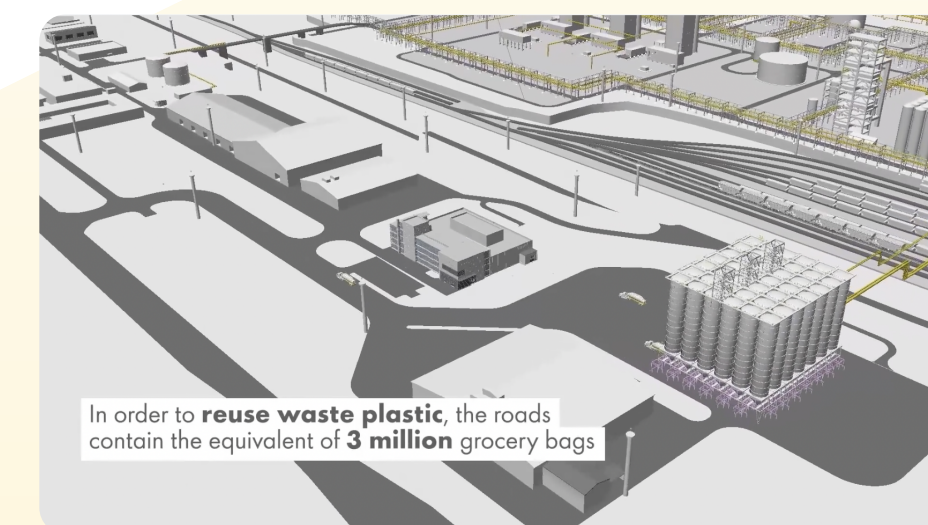






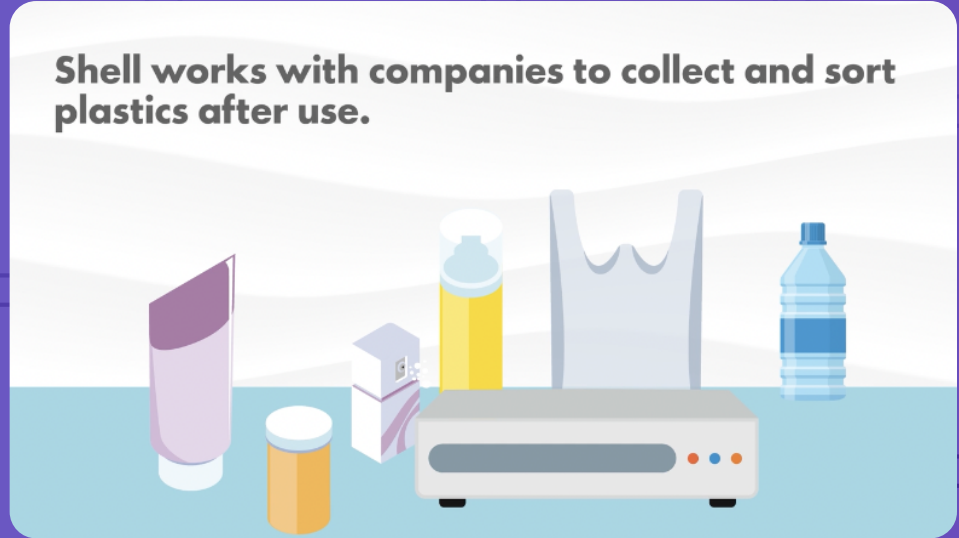
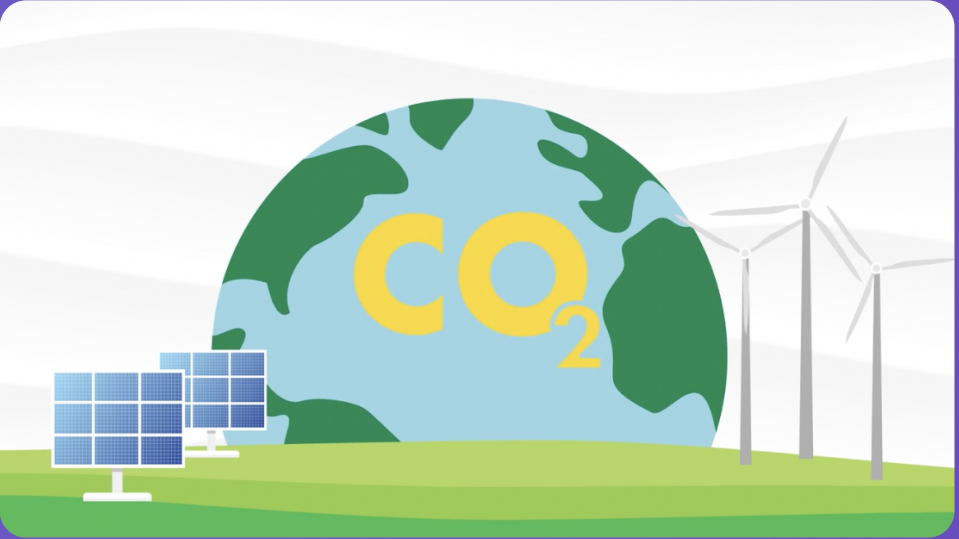


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Social Responsibility

Please select a story chapter to continue





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What We Made

Over the course of five months, and in collaboration with an incredible group of creative technologists, VG and MC2 **developed the content, frontend and backend for the dome experience, and then provided installation and tech support for the live event.**



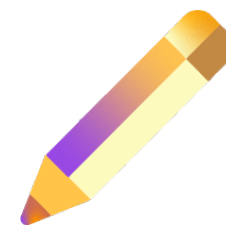


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Final Results



Defined technical requirements and specifications for hardware solutions provider.



Designed the UX and UI for each spoke and its corresponding interaction modalities.



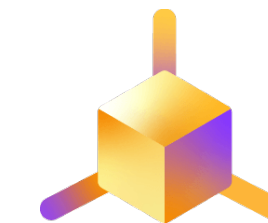
Setup, installation and support onsite throughout the event in the dome.



Created one hour of content interweaving Client-provided image and video assets with CGI animation.



Worked with our interaction technology partners to develop the experience and integrations with.



Interagency collaboration and communication.

