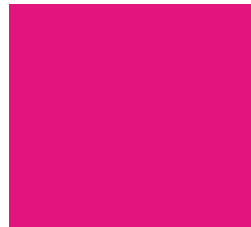




Kommando[®] TECHNOLOGY



www.kommando.co.uk



**WE MAKE BRANDS
STAND OUT
FROM THE CROWD**

TECHNOLOGY::



Technology is the beating heart of the 21st century consumer. At Kommando, we pride ourselves on being front-runners in the field of marketing technology; our production team and design engineers continue to develop new products and platforms that turbocharge brand experience. Be it augmented reality, gamefied interactive content, WI-FI beacons, or a branded satellite in space winging its way to Mars, there's no challenge too big. With over 15 years of experience pioneering techniques that connect people with brands, we are experts in cross-channel integration and social media amplification.

We believe that technology has a critical role to play in experiential marketing. Used intelligently, technology can be both the conduit and catalyst in live campaigns. At Kommando, we do our very best to embrace this principle whenever the opportunity presents itself.

Photo Marketing

Over 500 million photos are shared each day across Facebook. We use photo marketing technology to capture brand experience and amplify branded moments across social networks.



iWalkers

A boutique media company that occupies a unique position in the DOOH advertising landscape and specialises exclusively in digital roaming media.



Emotibox

The compact Emotibox uses wireless camera technology and unique software to capture audience data in real time.



Augmented Reality

Technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.



Mobile Projectors

Designed to hijack crowds and capture attention on the move with super-bright projections that maintain HD movie quality with up to 200 ft images.





PHOTO MARKETING::

A Million Impressions. Bridging the physical experience with digital...

We understand that today, consumers are the all-powerful force in driving content that people believe in and talk about. We all want to capture and share our best experiences at the push of a button with friends and family. For brands looking to build a deeper and more meaningful relationship, photo marketing provides a powerful and compelling way of wrapping these experiences as branded moments.

We utilise trusted partners, PixAngels, to provide a comprehensive photo capture and sharing service that focuses consumer traffic via mobile or pc to a branded gallery on the clients site. From here PixAngels unique and patented technology accelerates the sharing and wider consumer engagement of branded images across all major social networks, instantly.

As well as amplifying a brand message and reaching a wider audience through tags, likes and followers, PixAngels also provides clients with an option for data-capture and detailed tracking for post event analysis.



iWALKERS::

Illuminate Your Brand. Wearable technology that brings a buzz to your event...



iWalkers are wearable screens elevated above the head which display interactive media. Brand ambassadors (the wearers), engage with consumers and are fully reactive to audience and footfall. When a brand's target audience is on the move, so are iWalkers.

Brands and organisers need more than just an estimate of the amount of people viewing their adverts. They also need to know *who they are!* The iWalker, the most sophisticated roaming media on the market, can engage and measure your audience on the move.

- Digital Signage (Includes content creation and management)
- Live content streaming & scheduling
- Facial detection/ Gender Specific Advertising
- Automated Audience Measurement
- Integrated PC module

Gaming Plug-ins: wii, Xbox, PC based consoles
Other Plug-ins: earphones, EPOS, tablets, ipads



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EXPERIENCE MARKETING

EMOTIBOX::

The compact Emotibox uses wireless camera technology and unique software to capture audience data in real time....



Advanced facial detection software embedded within the Emotibox counts the number of people in a designated area, and profiles the audience into age and gender brackets. Not only is the Emotibox capable of counting and profiling an audience, it can also identify different facial expressions, mapping smiles and other features including puzzlement and disappointment. It is then possible to activate specific digital content based on the prevailing audience demographic/emotion at any one time.

Reports generated by the Emotibox are remotely accessible, allowing clients and management teams to monitor campaigns as they happen, through a dashboard of detailed reports. The behaviour of promotional staff/management of an event can subsequently be altered as a result of this real-time reporting.

With the Emotibox, Kommando can accurately map the emotional impact of consumer engagement and identify staff training needs in real time, giving clients immediate access to data which can influence the remainder of a campaign roll-out. The ability to split an audience into different demographics is of great value during marketing campaigns, as it allows clients to track progress and ensure that the impressions gained are those from within the target audience.





AUGMENTED REALITY::

New digital experiences that enrich the relationship between a consumer and brand...

”Technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.”

Augmented Reality (AR) has emerged as an innovative tool that allows brands to interact with consumers in ways that they never could achieve before through mediums such as print advertising. Using PC's, mobile devices, tablets and many more AR can create new digital experiences that enrich the relationship between a consumer and a brand - at any location.

Kommando use Augmented Reality for the Government's Second-Hand Smoke Campaign

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MOBILE PROJECTORS::

Hand-Held Multimedia HD Projectors...



The portable technology has been used to dress buildings with light, animate rooms, project movies at exhibitions, launch new products and promote large events in such a way that we've had crowds talking all over the world, whilst handing over their contact details, for brands like Levi, Vodafone, Budweiser and Grolsch.

Designed to hijack crowds and capture attention on the move with super-bright projections that maintain HD movie quality with up to 200 ft images, the unique technology is ideal for guerrilla advertising, product launches or advertising trailers. Its mobility is its strength.



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TESTIMONIALS::

PixAngels

“The Full of the Joys campaign is all about the little things that give us the feel good factor. PixAngels is a fantastic way for consumers to permanently capture those little moments of joy at the various events we’re involved in throughout the year. It is an innovative platform for extending the reach of our events through social media and we’ve had a great response so far.”

Sponsorship and Marketing Manager for Highland Spring.

Augmented Reality

“Their idea for the campaign which included Augmented Reality was fresh and innovative, and at the same time spot on in terms of delivering our messages in a way that would really engage our audience.”

Senior Marketing Manager, Healthier Scotland.



CONTACT::



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