



2010 Olympic Venue Involvement



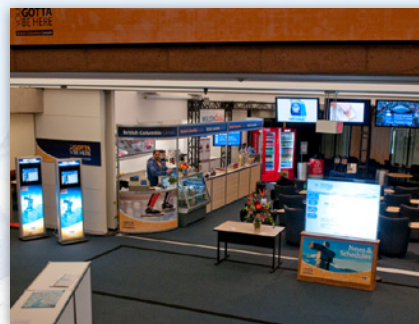
A collaborative campaign to enlist 'green' pledges from athletes



A Guest 'cheer' sign-in system



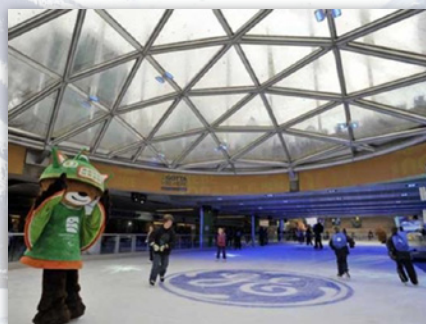
International Media Centre
2010 Winter Games Secretariat



A digital interactive press-release & distribution system



A community feedback system, using E-Postcards & contest entries



An interactive rinkside event awareness & E-Postcard campaign



Vancouver Coast & Mountains
TOURISM REGION



A Municipal advertising & E-Postcard marketing campaign



CTV Olympic Pin Trading Centre



A collaborative public 'green' sustainability pledge campaign



A BC Hydro campaign to spread awareness & enlist signups for Team Powersmart



Goal: To provide visitors with the means to give a video “cheer” that would be displayed on a main viewing screen. To give the public the opportunity to share the moment through the sending out of custom photo-video E-Postcards to their friends and family.

Solution: E-Port provided 4 kiosks that captured live video cheers in a digital guest book. The cheers and messages were sent in real time to a “video wall” on a 60” plasma display with moving images that when touched, revealed the captured video. The user also could send a private E-Postcard home.

Result: Over 1,000 visitors recorded video cheers and postcards. In addition to captured data, the outgoing marketing viewpage has had thousands of viewings.



International Media Centre 2010 Winter Games Secretariat

Goal: To allow 1,200 International Media personnel covering the Olympics to be able to read, peruse and download press releases and media advisories to their mobiles and computers.

Solution: Multiple layers of graphic interface were designed and programmed into 4 kiosks and one 60” back projected display. With a touch of



a finger the user could send a press release and other information to their mobile and computer or send it to a printer. Accordingly, the BCMC won a VANOC Sustainability Star for contributing to a greener Olympics.

Results: All attending media personnel used the 4 kiosks and central glass screen more than 12,000 times, viewing; Press Releases, Schedules, Events, email & print PDF.





WHISTLER.COM



Goal: To provide Tourism Whistler a village-wide interactive system with which to capture the contacts and video feedback of the world's international visitors. Distribution of the capture stations needed to be where the highest density of people gather.



Solution: To reach the hi-traffic, E-Port provided 4 freestanding kiosks in prime spots. In addition, 4 custom Touch-Signs were set up at outdoor tourism booth walls on a 24/7 basis to tens of thousands of visitors. To capture the contacts, visitors were invited to E-Share their thoughts and experiences with video-capture through the stations, some of which were uploaded

to large outdoor screens at Whistler Live. As well, all visitors were invited to enter an on-screen contest for free trips, and free E-Postcards were captured and sent out to the world, on special tourism viewing pages. All send-outs would be viewed on custom webview pages, driven out by visitor usage.

Result: Over 15,000 unique webview marketing pages had been driven out by visitor traffic, and almost 10,000 email contacts had been collected. The international visitors experiences were enhanced as they were given the ability to share their experience with the world.



Athletes Village Vancouver/Whistler

Goal: To capture Vancouver 2010 Olympic athletes pledges to the environment and to allow Olympic athletes with the ability to send an E-Postcard home to friends and family all over the world.



Solution: The Vancouver Athletes Village had a 60" touch plasma display. Whistler Athletes Village had one kiosk display. Athlete PSA's played on a loop to draw people in, while the moving buttons on the screen offered them choices. They could send an E-Postcard home, make a pledge

to the environment, view partners, read about Clean Air Champions, view Project Blue Sky splash pages and click on live-links to the various sites. Athletes could view fellow athlete pledges in real time on both systems in Vancouver and Whistler. In addition, the athletes could view the Coca-Cola screen that showed Coke's commitment to the environment.

Result: Over 300 athletes sustainability pledges from 48 different countries around the world were captured. 76 countries represented at the 2010 Games, Coke and their team touched 63% of them. This achievement is unprecedented. Never before have Olympic athletes been able to capture their thoughts and sent a message home from an athletes village.





CTV Olympic Pin Trading Centre



Goal: To capture the public's pledges to the environment and allow International visitors to send an E-Postcard video home.

Solution: Provided one public use kiosk with all the Athletes Village functionality.

Result: High usage in a high traffic area of the Vancouver 2010 Olympic Games.



BChydro POWER SMART VILLAGE

Goal:

To promote BC Hydro's Power Smart initiatives to international visitors. To get local BC residents to sign up to become Power Smart team members.



Solution: BC Hydro's on going campaign with E-Port kiosks was given an Olympic face including new GE (Olympic Sponsor) Profile Appliances showcasing energy smart GE products. The user could sign up to be a Power Smart team member and send an E-Postcard.

Result: to date, over 200,000 people have signed up to Team Powersmart through a variety of campaigns, including through Powersmart kiosks at the Powersmart Village.





Goal: To provide an informative interactive screen for the public in Robson Square during the Olympics and Paralympics Games in February and March 2010. To provide international visitors with the ability to send an E-Postcard anywhere in the world.

Solution: Installed a 72" Thru-Touch window display at a prime rinkside location window, with which to promote the province, the Olympic venues and offer the capture of E-Postcards, complete with audio/video capture.

Result: 10,000 E-Postcards were sent from the busy Robson Square location and 20,000 marketing pages were viewed and emails captured. The public viewed the sponsor screen over 1,000 times.



Vancouver Coast & Mountains TOURISM REGION

Goal: To provide the 7 partnered municipalities a way to be seen by visitors at the Richmond O Zone.

Solution: A strategically located touch-kiosk with partner content is positioned inside BC-Street Pavilion.

Result: VCM/partners gain exposure as visitors view on-screen information and drive out marketing pages by sending E-Postcards.

