CASE STUDY

sparq

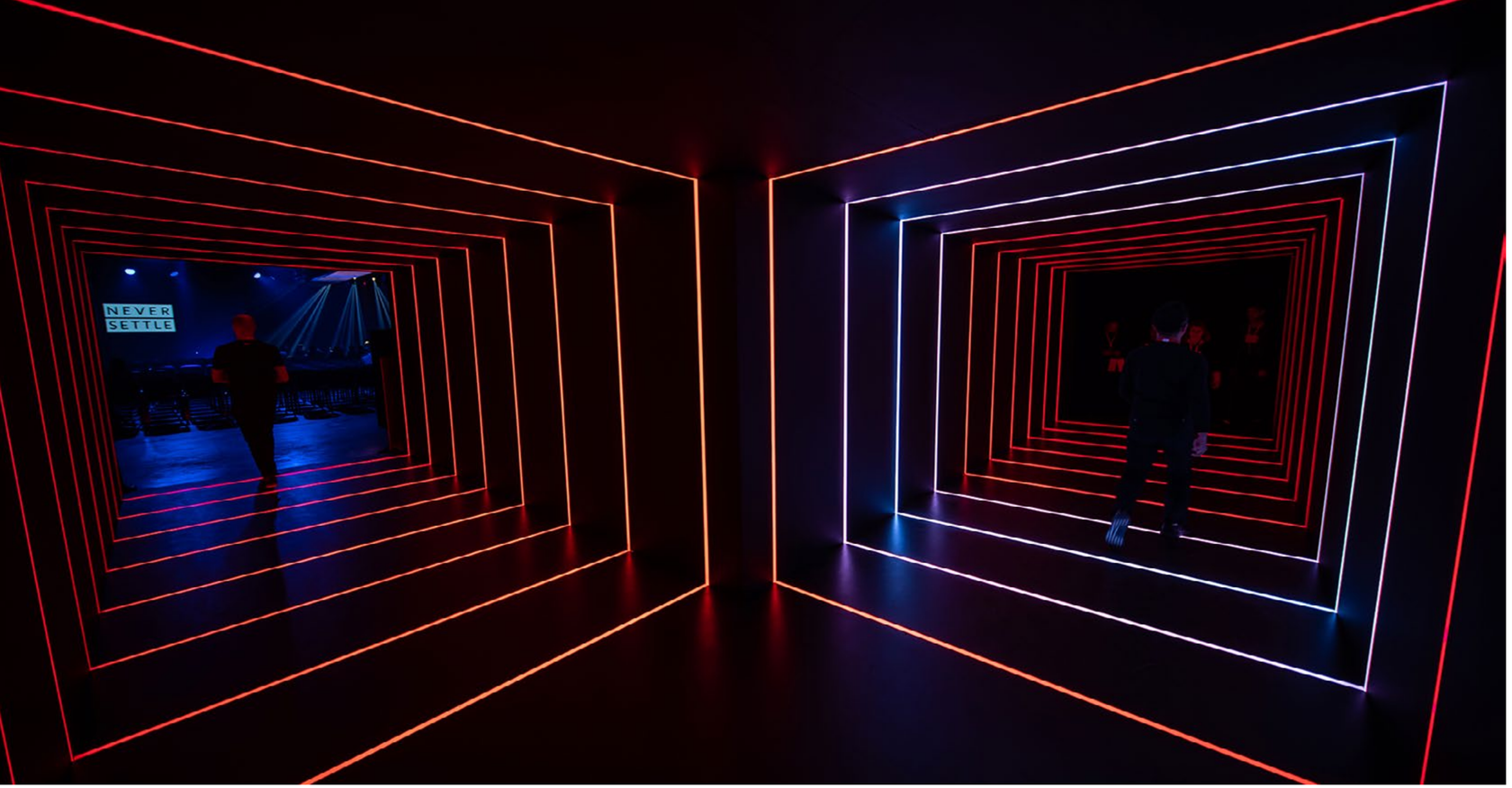


LIVE VIRTUAL HYBRID

ONEPLUS 7 SERIES LAUNCH

OnePlus unveiled its eagerly awaited OnePlus 7 Series at a global launch at Printworks London in May. More than 1,200 global tech influencers, fans and the media flooded the venue to experience the new generation 5G-compatible smartphone. We delivered 360 technical event production, which covered everything from creative concepting and visualisation right through to final delivery of the event.

DID YOU KNOW?
Delegates transitioned between zones via an immersive LED tunnel and took part in a real-time 5G experience.



Ambition

Technology fanatics came together to witness first-hand the official launch of the new devices, through a series of exciting activations, hands-on demos and an immersive keynote. In addition to the London launch, which was live streamed to an audience of over 11,00, simultaneous events took place in New York and Bangalore.

The new phones have been designed to provide the user with an ‘immersive theatre-style experience’ thanks to its dual stereo speakers and fluid AMOLED display, and this was something we mirrored through technical production. We also transformed the industrial venue into a sleek, high-end event space, with suspended lighting, glossy print and multiple LED screens, which epitomised the premium OnePlus brand.

Experience

For the guests, the event journey started from the moment they reached the venue with large format print lining the walkway created by our in-house team. Following registration, media and VIPs were whisked off to bespoke lounges complete with contemporary furniture and branded print lining the walls.



Before all guests stepped through the immersive LED walkways which led to the main plenary area, where the main keynotes were delivered.

In the main plenary, a HD 16m x 4.5m high 2.5mm pitch LED screen with two supporting 7m side LEDs ensured dynamic content and camera to presenter footage was displayed to the max, LED also furnished the ceiling and floor.

Chauvet lighting, which included washes and beams, helped create a mesmerising lighting display, with additional lighting strategically placed around the venue to highlight key features and activations.

Following the much-anticipated unveiling of the new phone, guests were invited to test it out for themselves in the ‘hands on’ demo area. Sparq also designed & created the product experience zone complete with activations which demonstrated the 7 Series’ capabilities. These included a gaming zone with OnePlus partners FNATIC, a real time 5G zone to depict the difference between 3G, 4G and 5G and a wide-angle phone camera zone which showcased images ‘shot on OnePlus’.

The evening wrapped up with a VIP afterparty, where guests danced the night away to Video DJ, Beat-a-Maxx.