



## THE CHALLENGE

To produce and deliver Bentley Motors' first global and exclusively online, virtual car launch.

A launch rich in prestige and interactive experiences continuously present during each hour of the eight day period of the event.

## THE SOLUTION

AVT Connect set about developing a custom streaming application. This comprised of four main sections: a countdown 'teaser' video, the reveal, live interaction and an outro sequence.

The application launched a pre-recorded 'teaser' video, heightening anticipation through behind the scenes footage of the technical set-up surrounding the car, including the specialist lighting, live cameras and 3D, mapped projection.

To enable exclusive access for multiple viewers at any one time, the pre-recorded sequence played automatically every two minutes.

A 15-second reveal sequence followed, outlining the cars distinctive body-work designs using the latest 3D projection mapping technology.

The viewing interface was designed to enable visitors to choose from six live cameras angles, including one that gave a panning shot of the interior and a bird's eye shot showing car, crew and the technical set-up within the studio.

After one minute the live feed cut to an outro video, after which visitors were taken to the main micro site. Returning visitors had the option to view the reveal again or skip directly to the micro site.

Throughout the entire period of the broadcast, real-time statistics were provided to the client via a Google Analytics dashboard and the AVT Connect streaming application communicated with the micro site to allow for detailed statistics.



## THE OUTCOME

This ground-breaking, virtual online event was experienced by more than 10,000 visitors, from over 170 countries.

To ensure this success, detailed planning was essential. Connect conducted numerous, thorough site surveys, along with organising redundancy and back-up systems to make sure the stream continually operated for 150+ hours, without interruption.

 We're delighted to have delivered this project with AVT Connect, we enjoyed the experience tremendously and their level of service, professionalism and technical know-how ensured a successful solution to a complex problem. 

Now you know what we can do, we would like to find out a bit more about you! Drop the AVT team an email, give the office a call or pop in for a coffee and a chat.

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