



Opposable
VR



at&t



Mobile World Congress VR Experience

AT&T

Client

AT&T is one of the world's largest telecommunications companies, and the 23rd largest company in the world. They service over 128 million customers across the globe, and have a brand presence that's arguably unmatched within the telecoms business.

Objective

AT&T needed an impressive showpiece and sales tool for their events across the world, starting with their Mobile World Congress exhibit at GSMA's Innovation City.

Leading experiential marketing experts George P. Johnson contracted Opposable VR to create a virtual reality experience that conveyed AT&T's IoT service offering while also providing an entertaining journey for the user.

Solution

Opposable worked alongside both George P. Johnson and AT&T to create a bespoke VR experience for the Oculus Rift. The experience was designed to be a visual showpiece, while also matching AT&T's branding style.

A 'connected city' was designed following creative input from all parties involved. The experience involves an informative 'operations room' segment that briefs the user on their task within the experience, followed by an exciting helicopter and car journey over and through the connected city.

A voiceover narrates the experience, guiding the user while providing information on AT&T's Internet of Things and connected city concepts. The experience also involves user interaction, as viewers use an Xbox One controller to select contextual options, ensuring user engagement.

Opposable also provided tech support for the experience, setting up the VR equipment before the event and ensuring it functioned properly during its course.



Opposable
VR

Result:

The experience that Opposable and George P. Johnson created for AT&T proved to be an incredibly popular attraction at Mobile World Congress, with consistent queues and highly favourable user responses.

AT&T Chief Marketing Officer Steve McGaw noted: "I would like to spend a lot more time in that city - it looked really fun. I thought it was really cool how it demonstrated the kind of capabilities that a smart city can offer."

Following on from the success of Mobile World Congress, AT&T will be using the experience worldwide at further events over the course of 2016.

