

VIRTUAL & AUGMENTED REALITY

HAPPYFINISH



360° SHOWREEL



automobili
Lamborghini



LAMBORGHINI HURACAN VR

Lamborghini wanted to create a targeted piece of marketing in the shape of a VR experience for people who had already expressed an interest in test driving their new Lamborghini Huracan.

Happy Finish flew out to San Francisco and rigged shot a 360 roadtrip with two of the amazing cars. Using various stunning vantage points to cover the complete drive from San Francisco to Monterey.

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LAMBORGHINI HURACAN VR

The viewer is treated to an unforgettable experience where they feel what it's like to ride through California at 170 miles per hour. Happy Finish pioneered an in-browser VR player for iPhone/iOS that meant any of the time-poor targeted high net worth individuals could view the film without needing to download an app, they simply follow a short link on mobile browser (or to Youtube on Android Devices/Desktop).

Those who had registered for the test drive were sent branded VR glasses for their phones including insert that directed them towards the experience.

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GARAGE



GARAGE MAGAZINE EDITORIAL

"We placed Emily Rose FIANDER in a 360-degree sphere that she could engage with spatially. To create a textural, environmental piece with which we can interact on a visceral basis, rather than merely record her beauty." Schoerner and Happy Finish's piece is, the first 360-degree editorial ever made. Happy Finish believe the fashion and art sphere gives it VR even greater momentum. "360-degree is more than a mere gimmick. We're in the middle of a new language being born," said Schoerner of this piece. Readers of Garage will be able to simply point their mobile app, running the Garage App at the page and the 360° film will launch.

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GARAGE MAGAZINE EDITORIAL

"Any new medium comes with its own set of challenges. For a start, there is no "behind-the-camera": Schoerner hid his crew behind those silhouetted, leafless trees. "There is no close-up, as yet there is very little we can do with depth of field, there is no pulling focus," adds Daniel Cheetham, CIO at Happy Finish and the films Exec Producer "Our 360-degree cameras capture everything that's happening in the round. The viewer is effectively editing his or her own viewpoint on what we have choreographed. This is the real power of 360-degree experiences. As a viewer, you feel as if you are physically at the center the abstract and beautiful world we created"

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WHIST



WHIST

Happy Finish are working with AΦE to create WHIST, which has been supported by funding from the Arts Council England.

Together we produced this innovative 360 Virtual Reality, interactive film installation for AΦE, pushing the medium's storytelling capabilities by merging live performance with the digital experience and the reality of the viewer. Over the course of 2016 this experience will be taken on the road, and form the central part of an interactive immersive theatre show.

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WHIST

WHIST is an endeavour to unlock the potential of VR and real world theatrical performance. In Whist virtual and augmented worlds are intertwined. To create in this field requires an entirely new approach, and in AΦE we've found minds that are willing to forget everything they know and begin a joint process of discovery with Us. WHIST is the culmination of everything discovered that has worked, and it promises to give the first real glimpse into the paradigm shift that lies just ahead. WHIST takes you into a world made up of pockets of fiction that are tailored to your decision in the experience, inspired by the work of Sigmund Freud and Shuji Terayama.

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ASDA HAUNTED HOUSE VR EXPERIENCE

Happy Finish worked directly with Asda and Google to create the UK's first 360 shoppable video ad for the grocery sector.

Asda has launched a virtual reality Halloween experience on YouTube, created by Happy Finish. The video – which follows the adventures of four trick-or-treating children who wander into a haunted house – is a 360-degree video, perhaps a media first for grocery brands in the UK.



Key Stat:
1.4 Million Youtube
Views in 2 weeks

ASDA HAUNTED HOUSE VR EXPERIENCE

When watching from a mobile, tablet or desktop viewers can adjust their point of view in each scene and look around and even, importantly for a Halloween film, behind them.

Hosted on Asda's YouTube channel, the film, when viewed on a mobile phone, also includes shoppable TrueView cards, a new feature recently introduced by Google-owned YouTube, which provide product information and click-to-buy options.

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ASDA HAUNTED HOUSE VR EXPERIENCE

For in store activation Happy Finish created a native Android application to house the video so as not to be reliant on connectivity in store, which is often a challenge for mobile based 'retainment' activity.

Our film received some amazing first hand feedback with comments from shoppers like: "Looks really impressive – I bet the kids are loving it!", "That video made me jump, it's so spooky!", "This is brilliant for kids." and "Fantastic concept."

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SAMSUNG

Rihanna



SAMSUNG, RIHANNA 360 ANTI DIARY EXPERIENCE

HF was technology consultants and post production partner for Rihanna's ANTI-diary album, first 360 cinemagraph web-based experience campaign sponsored by Samsung.

The mobile-only website anti-diary.com was launched on the 22th of November with the release of the first one of eight videos that show different stages of Rihanna's life in episodes. The episodic content generated lots of pre launch hype and interests from fans and the media.

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*Visit on mobile phone for
best viewing experience
www.anti diary.com

SAMSUNG, RIHANNA 360 ANTI DIARY EXPERIENCE

8 rooms were unlocked throughout the campaign. Each room is set up in a way that encourages fans to hunt for clues and piece them together to unlocking answers surrounding the singers' new album released when all 8 rooms are open.

The campaign was commissioned by Rihanna in partnership with Samsung, and executed by the digital advertising agency R/GA. HF took care of care of the 360 film and cinemagraphs - still photographs with minor elements in movement in all the videos.

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AB-InBev/Becker Beer Google Cardboard Experience

Happy Finish, Metropolis Films and Mother have combined with Becker Beer, to create the world's first Virtual Reality beer experience.

With a brief from Becker Beer and global advertising agency Mother to create something 'surreal', Happy Finish were invited by production house Metropolis Films to help create two fully immersive 360-degree virtual reality experiences that were housed in iOS, Android applications and on the web. .

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AB-InBev/Becker Beer Google Cardboard Experience

Shot entirely in Santiago, Chile work began on what would ultimately become a VR advert, more aligned to the concept of TV creative, but in 360, than most VR experiences preceding it.

With the use of 360 cameras and drones, both 'Beach' and 'Helicopter' experiences were shot entirely from start to (happy) finish, both grading and post production work completed our efforts.

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AB-InBev/Becker Beer Google Cardboard Experience

Because the Google Cardboard is integrated into the packaging of the Becker Beer, the hard work was to create these fantastic VR experiences, the easy part is bringing it to people's homes.



SUBWAY NYC PASTRAMI MELT VR EXPERIENCE

Happy Finish worked with McCann to create a New York VR film for Subway.

We were approached by McCann to create this experience for Subway to immerse members of the public in a virtual tour of New York City from the top of an iconic yellow cab. Happy Finish handled the entire production and development of the experience from the principal photography on the ground to delivery to Samsung Gear VR headsets.

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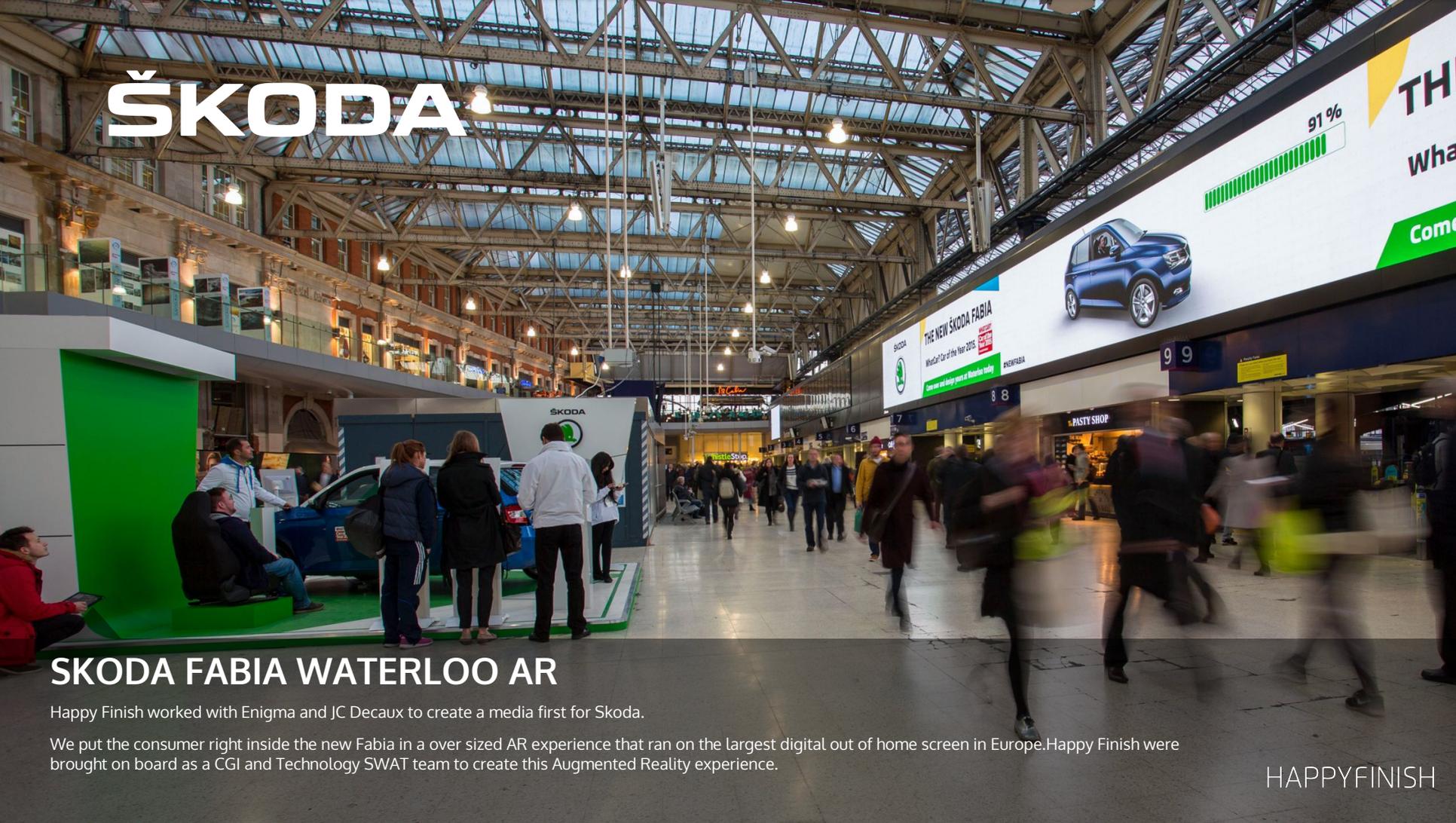
SUBWAY NYC PASTRAMI MELT VR EXPERIENCE

Our specialist 360 film and creative crew went out to New York and rigged 7 camera array on the roof of a modified Taxi and spent 18 hours shooting across Manhattan, Brooklyn and Queens to get the perfect shots. We worked alongside our audio partners Two Big Ears to create a full binaural soundscape to accompany the 360 video.

The experience was the center point for launch experiential activity in September 2015 and also feature online as an interactive video anyone can experience using a Google Cardboard, or in their browser using YouTube's 360 video support.

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ŠKODA



SKODA FABIA WATERLOO AR

Happy Finish worked with Enigma and JC Decaux to create a media first for Skoda.

We put the consumer right inside the new Fabia in a over sized AR experience that ran on the largest digital out of home screen in Europe. Happy Finish were brought on board as a CGI and Technology SWAT team to create this Augmented Reality experience.

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SKODA FABIA WATERLOO AR

Commuters travelling through Waterloo Station, London found a stylish experiential space surrounded by iPad's allowing them to design your own Fabia from 90 different variations. That data was stored and users could then take their seat in front of a Skoda green screen to take control of the linear Skoda commercial and actually putting themselves Live on-screen as the hero to experience their design build around them right before their eyes.

Happy Finish technically supported the stand experience ensuring there was not any down at any point of the whole campaign.

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RIVER ISLAND



RIVER ISLAND JEAN PIERRE BRAGANZA VR APPLICATION

White Lodge, Dvein and Happy Finish have partnered with River Island, Google and the British Fashion Council to create the world's first Virtual Reality Fashion Film and app to promote the new Jean Pierre Braganza capsule collection available from River Island and launched during London Fashion Week

Inspired by the bold visual designs and palette of Jean Pierre's Design Forum Collection, Spanish directing collective Dvein created an extraordinary futuristic world where organic and mechanical elements combine to awaken a powerful female force!!!

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RIVER ISLAND JEAN PIERRE BRAGANZA VR APPLICATION

The CGI assets from the 2D film were repurposed by the Interactive team at Happy Finish to create a bespoke 360° Virtual Reality experience that can be played using a Google Cardboard headset or enjoyed in 2D on any iOS or Android smartphone.

The film and app were launched at an exclusive breakfast event co-hosted by the British Fashion Council as part of London Fashion Week, and you can view the experience yourself by clicking [HERE](#)

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A person wearing a VR headset and a motion-censored cricket bat is captured in a dynamic batting stance within a virtual cricket pitch. The scene is illuminated with vibrant green and blue lighting, creating a high-tech, immersive atmosphere. The background features a chain-link fence and various cricket-related items like stumps and a bag, all rendered in a stylized, digital aesthetic.

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HOWZAT! - 360 VIDEO INTERACTIVE EXPERIENCE

Ever wondered what it's like to receive a googly from a professional bowler? Happy Finish's Cricket VR places you, the batsman, at the crease, at the heart of the action. Put on the Samsung Gear VR Headset and swing your motion-censored cricket bat. Will you be out for a duck or smashing a six?!

Shot at Bourne End Cricket Club in the middle of the Hertfordshire countryside, Happy Finish has just completed a first in interactive VR gaming. Virtual Reality Cricket!

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HOWZAT! - 360 VIDEO INTERACTIVE EXPERIENCE

Blending video footage with the interactivity of a game, users are invited to take part in a cricket match using a virtual reality headset and cricket bat.

As soon as you put on the headset you are transported onto the cricket pitch at Bourne End, experiencing the same views as the batsmen, bowler and fielders as if you were there in real life. "We want you to think you are actually the batsman. You look up, you look down, look left and look right. You're involved. You're there!" says Graeme Robertson, who directed this virtual reality experience.

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SEE YOURSELF
ON EE



EE INSTORE AR, KINECT EXPERIENCE

Publicis Chemistry were tasked with creating a more engaging experience in 200 car phones stores for the EE. Their aim was for shoppers to discover for themselves the benefits of EE

We were brought in as Content and Technology SWAT team to create this AR experience; experience using Microsoft Kinect sensors to detect store visitors and enter them into an EE world. The experience offers a number of gesture based interactive content elements that each bring to life a key benefit of the EE network.

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EE INSTORE AR, KINECT EXPERIENCE

We are working closely with Publicis Chemistry to create the eye catching, engaging content. The units will be rolled out across the stores by the end of October and the plan is that the content will evolve over the next two years.

With data capture and analytics built in to track how and what content is engaged with. Giving EE back insight the elements are working best, and allowing us to develop ever better content for future roll outs.

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TED BAKER
LONDON

WORLD'S FIRST COMMERCIAL GOOGLE CARDBOARD APP, FOR TED BAKER

Ted Baker engaged us to create an experience that would entice shoppers to its newly renovated Regent Street store. The concept of retrieving Ted's misplaced Crown Jewels located within a virtual reality environment, made up of 360 video footage, was subsequently shot, post-produced and built into the Google Cardboard VR app, all by Happy Finish.

In just over two weeks we developed an interactive game; taking users on a whistle-stop tour of the Capital's most iconic landmarks. It's a treasure hunt on a completely different level!

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WORLD'S FIRST COMMERCIAL GOOGLE CARDBOARD APP, FOR TED BAKER

Shot from a motorcycle using 14 separate cameras, the Happy Finish team captured 360° motion footage across Central London. The footage was then stitched and graded in the post-production stage, before graphical overlays were added to the motion footage within a Unity-based mobile app. By moving their heads, users were able to navigate around the treasure hunt route, collecting jewels from different key locations. Upon completion of the course, each individual was assigned a score, based on the amount of jewels collected.

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Lufthansa

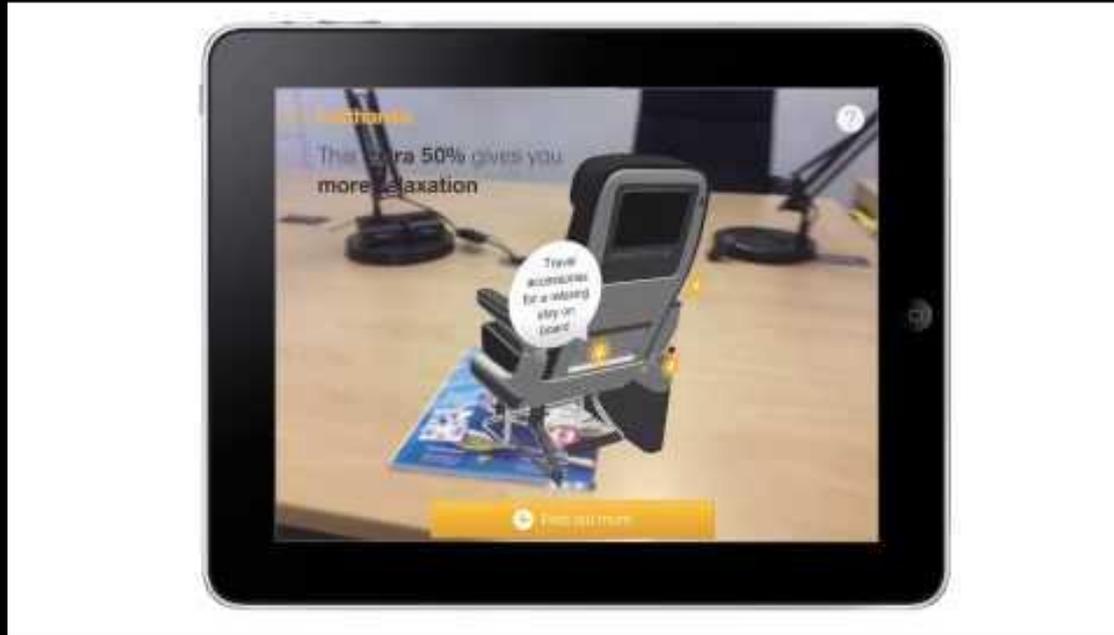


GROUNDBREAKING AR APP FOR LUFTHANSA

To support the launch of Lufthansa's new Premium Economy class, Happy Finish, working alongside creative agency Space, has created a world-first in Augmented (AR) for both iPhone and iPad. The app gives users first-hand experience of Premium Economy seating, extolling the added comfort and benefits over regular Economy travel.

The app achieves this in a fun, engaging way, which encourages participation around some important messaging.

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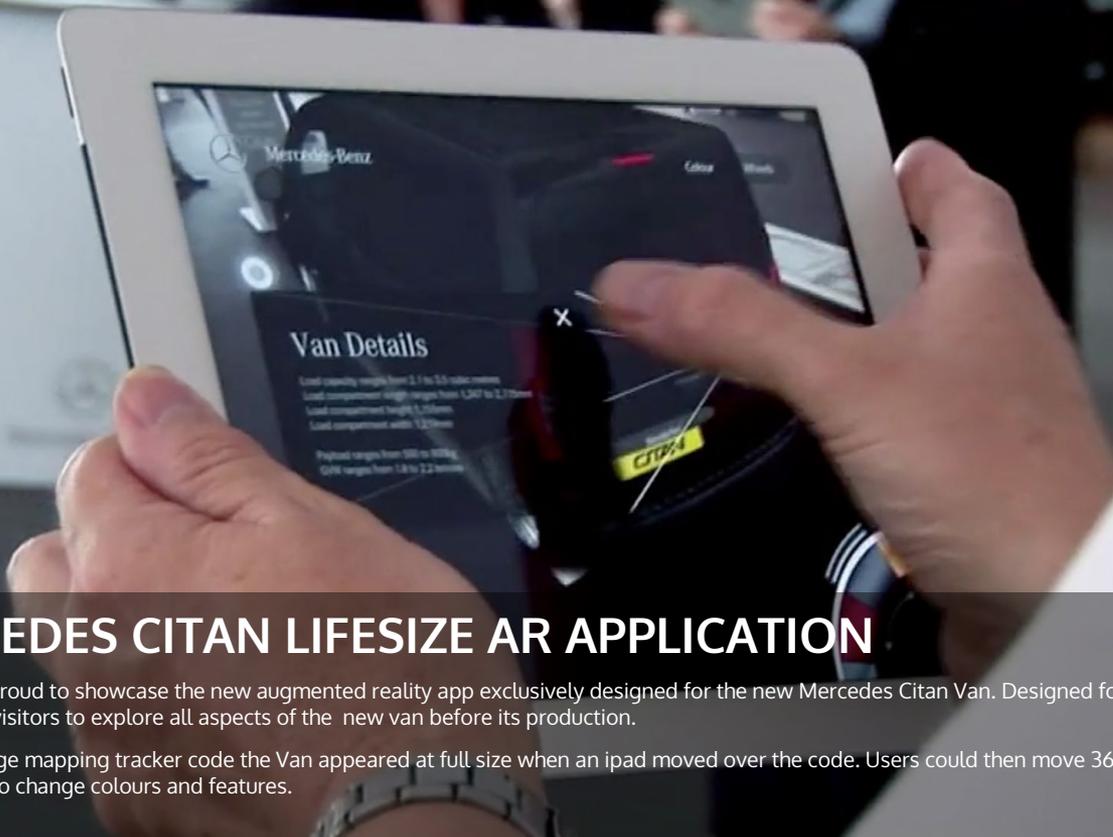
GROUNDBREAKING AR APP FOR LUFTHANSA

The user is prompted to grab a plain sheet of paper and draw a simple sketch that relates to one of the new destinations on offer; such as Mexico City, Beijing, Sao Paulo and Chicago. With the aid of Vuforia new User Defined Marker technology, that sketch becomes a marker, triggering a life-size 360-degree animation of the Premium Economy seat, being built in AR. The user can then interact with the seat – exploring features of the new class.

A Gamification elements was incorporated by way of users having to guess the amount of objects could fit into the same area as the seating area



Mercedes-Benz



Van Details

Load capacity ranges from 2.1 to 5.0 metric tonnes
Load compartment height ranges from 1.907 to 2.170metres
Load compartment height 1.95metres
Load compartment width 1.92metres

Payload ranges from 100 to 1000kg
GVW ranges from 1.8 to 2.2 tonnes

MERCEDES CITAN LIFESIZE AR APPLICATION

We are very proud to showcase the new augmented reality app exclusively designed for the new Mercedes Citan Van. Designed for Mercedes Van experience, this app allowed visitors to explore all aspects of the new van before its production.

By using a large mapping tracker code the Van appeared at full size when an ipad moved over the code. Users could then move 360° around the Van and use a configurator to change colours and features.

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EXCEDRIN MIGRAINE EMPATHY VR APPLICATION

Happy Finish worked with DDB Remedy to create a VR app for Excedrin.

'Through the Eyes' is a campaign idea built on the insight that to truly understand the pain of migraine, we must look and see the world through the eyes of a migraine sufferer. It reflects and encapsulates Excedrin position as 'The Head Pain Expert', differentiates them in the market, and is the common thread that ties together the visual executions of the campaign collateral across TV, online and print.

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*Case study of original
Oculus Proof of Concept not
created by Happy Finish

EXCEDRIN MIGRAINE EMPATHY VR APPLICATION

The 'Through the Eyes' idea is all about demonstrating empathy with migraine sufferers. It shows that Excedrin understands migraines and acknowledges what sufferers go through, by communicating it through their eyes, from their point of view.

Happy finish developed a VR app which when viewed through google cardboard used the phone's front facing camera to manipulate the view to simulate the effects of a migraine for the viewer.

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Honeywell



HONEYWELL VIRTUAL REALITY PROJECTS

In late summer 2014, Happy Finish were approached by Honeywell via their creative agency, Southpaw. The initial brief was that Honeywell were interested in exploring how Virtual Reality could promote their range of aviation technologies at trade shows such as MEBA in Dubai and the Paris Aviation Show.

To that point the Honeywell Aviation team had leveraged traditional mediums such as videos demos/showcases, brochures and of course a knowledgeable face to face sales teams.

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HONEYWELL VIRTUAL REALITY PROJECTS

For trade shows (a key lead generation platform for Honeywell) they also used a physical mock up of a cabin. Moving this large physical set up around the world to aviation shows was a costly and time consuming activity. And as the Honeywell suite of tech develops rapidly, the physical mock up for shows quickly became outdated, showing a previous generation of products.

The VR solution creates intrigue, initiates discussion and is a much more interactive and immersive experience for Honeywell customers at major global events. The VR experience has solved their key challenges and is proving a more cost effect and efficient solution.

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OCULUS RIFT AND. KINECT AND. WEBSOCKETS

In this, our first R&D content with the Oculus Rift DK1 back in 2014 we decided to combine websockets connection with Microsoft Kinect skeletal tracking and the Oculus to create a virtual reality world first (as far as we know).

Our hardware for this prototype: And Oculus Rift, A Microsoft Kinect sensor, Any mobile device with browsing capability, Windows machine.

In this experience users don the Oculus Rift to find themselves in a 360 degree environment and that they have a Iron Man avatar

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OCULUS RIFT AND. KINECT AND. WEBSOCKETS

We rigged off-the-shelf Iron Man model to match the joint structure the Kinect 2 tracks, allowing model's movements to mirror those of the user. Our user can configure the colour of his Iron Man before entering a 'game' by simply looking at a color displayed on screen, the aim is to stop rockets from hitting statues positioned behind the user in VR space.

Taking the experience from that of the normal singular Oculus Rift one to something more collaborative, we've used Websockets technology to allow others to join the virtual environment, using their mobile device's web-browsers to control the firing of the rockets in real-time at the Ironman in VR.

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Thank you for taking the time to look through our presentation, for further details, or if you have any questions please contact:

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