



SHOWBOLT

THE INTERACTIVE ROBOT
TO GLAM UP YOUR EVENT

DEVELOPED SPECIFICALLY FOR THE EXPERIENTIAL AND EVENTS SECTOR, SHOWBOLT IS A HIGH-SPEED ROBOT ARM AND CAMERA CAPABLE OF SHOOTING AND EDITING CINEMATIC QUALITY CONTENT IN SECONDS. OUR SOLUTION OFFERS ENDLESS EDIT AND SHARING CUSTOMISATION, FLEXIBLE FOR THE UNIQUE REQUIREMENTS OF YOUR EVENT. WE HAVE OVER 50 YEARS OF EXPERTISE ENGINEERING MOTION CONTROL ROBOTICS FOR THE FILM & BROADCAST INDUSTRY AS THE SISTER BRAND MARK ROBERTS MOTION CONTROL OWNED BY NIKON.

Red Bull approached Showbolt with a brand experience brief to support the Red Bull Media World at the Swiss Museum of Transport in Lucerne, Switzerland.



RED BULL MEDIA WORLD & SHOWBOLT CASE STUDY

The objective was to drive footfall into the exhibition whilst providing visitors with an original experience and unique content creation opportunity. The concept was inspired by the **Red Bull Dance Your Style** street dance competition with Showbolt a central component to capture the range of motion of individual dance expressions.

As the fastest camera robot in the world, Showbolt excels at capturing the energy of the dancers' movement. To help launch the activation, Swiss hip-hop popping sensation, Poppin'C inspired visitors to bust their own moves in front of the camera to selectable dance tracks.

SHOWBOLT: CAPTURING ALL THE ACTION



CAPTURED & SHAREABLE IN SECONDS

Once captured, content was processed into a fully edited 10-second video featuring slow-motion effects and music tracks within seconds. QR code sharing ensures full accessibility to the experience regardless of language barriers.

The activation is the first semi-permanent installation of Showbolt technology and will be dancing with visitors until October 2020.



"OUR TECHNOLOGY HAS FORMED AN EXCITING CENTREPIECE AND ALLOWED US TO SHOWCASE SHOWBOLT'S BEST CAPABILITIES FOR A BRAND SO SYNONYMOUS WITH HIGH OCTANE EVENTS. WE'RE THRILLED RED BULL CHOSE SHOWBOLT AS THEIR PARTNER FOR THIS HIGH PROFILE BRAND EXPERIENCE ACTIVATION."

MPMC'S HEAD OF MARKETING DANIEL BROOKS

SHOWBOLT IN ACTION: **WATCH THE VIDEO**

