



# SNIBBE INTERACTIVE



**SOCIAL IMMERSIVE MEDIA**  
**SOCIAL NETWORKING & VIRAL MARKETING**



CATALOGUE  
2010

# SocialScreen™

One of our most popular and versatile platforms, SocialScreen™ uses your body's image to interact with an immersive wall projection.



## Pop Art Shadow Mosaic

A Shadow Mosaic allows people to create a shadow movie simply by walking in front of a projection screen. All their movements play back, looping over and over in one of many tiles onscreen.

**Customization:** Like all our products, Shadow Mosaic can be customized with brand, entertainment, or thematic imagery.

**Themes:** Body, shadow, light, cinema, performance, creativity, happiness, personality, psychology, exercise, movement.



## Word Wall

In Word Wall, people catch and collect words and images, socially interacting together. Words and images can be updated by the client using a simple web interface to reflect exhibit themes, branding messages, or important names.

**Themes:** Donor recognition, literature, history, heroes, branding, entertainment.



## Social Light

Social Light turns people's shadows into optical experiments, imaginatively exploring the themes of light, reflection and refraction. In three episodes, people's bodies behave like glass, prisms and mirrors.

**Themes:** Light, physics, optics, body, movement.



## ZeroG

In ZeroG, people interact with floating candies in a simulated zero gravity environment.

**Themes:** Space, weightlessness, adventure, exploration, astronauts, commercial spaceflight, bravery, heroism.



## Fear

Fear gives a visceral understanding of the science behind feeling scared. People try to collect fruit falling from a jungle tree, but only when a leopard isn't looking, or else they are attacked!

**Themes:** Fear, emotions, animal behavior, jungle, nature, freeze or flee response, ethology.

*"Snibbe Interactive does amazing work – they've got a great team filled with talented and very passionate people."*

Kurt Haunfelner, Vice President, Exhibits, Museum of Science and Industry, Chicago.

Snibbe Interactive creates magical spaces where museum exhibits, branding, entertainment, and retail become interactive social experiences.



### InfoTiles

In InfoTiles, people browse large amounts of information in a playful social game. People move a selector over a series of boxes. When they rest the selector, the tile turns over and reveals video, images, and text.

**Customization:** InfoTiles can be customized with unique images, videos, and animation for the information displays. The selection box can become any image or animation, including a logo.

**Themes:** Information, games, communication, browsing.



### Three Drops

Three Drops explores the radical difference in water's behavior at three scales: in a lifelike simulated "shower" streaming from a virtual showerhead; as a single drop of water, enlarged a hundredfold; and as streaming molecules attracted to viewers' shadows.

**Themes:** Water, physics, scale, molecules, nanoscience, nanotechnology, biotechnology.

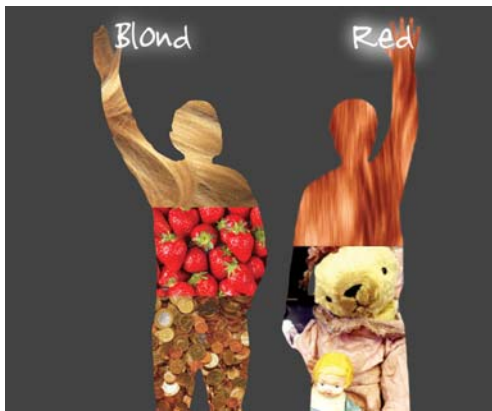


### Walkabout

Walkabout measures how people run, walk, skip, and jump across the capture screen measuring how much energy they burn, their stride length, and speed.

**Customization:** Walkabout can be customized for sports branding and exhibits, or different colors, graphics and measured properties.

**Themes:** sports, anatomy, physiology, identity, growth, gait analysis, exercise, childhood obesity.



### Unique Me

In Unique Me, people reach up to touch words and phrases representing their personal choices. Their bodies fill up with layered textures representing their unique identity.

**Themes:** Choice, identity, psychology, social psychology, uniqueness.



### Looking for Life

Looking for Life lets visitors walk into a simulated primordial soup. When lightning strikes, the building blocks of life emerge around people's bodies as proto-cells. Quotes drift in reflecting on the origins of life.

**Themes:** origins of life, cellular biology, cells, DNA, chemistry, scientific methods, evolution, creationism.



### Arctic Ice

In Arctic Ice, people try to unite a mother and child polar bear by deflecting the sun's rays, thus learning about the feedback loop between the sun, ocean, ice, and climate change.

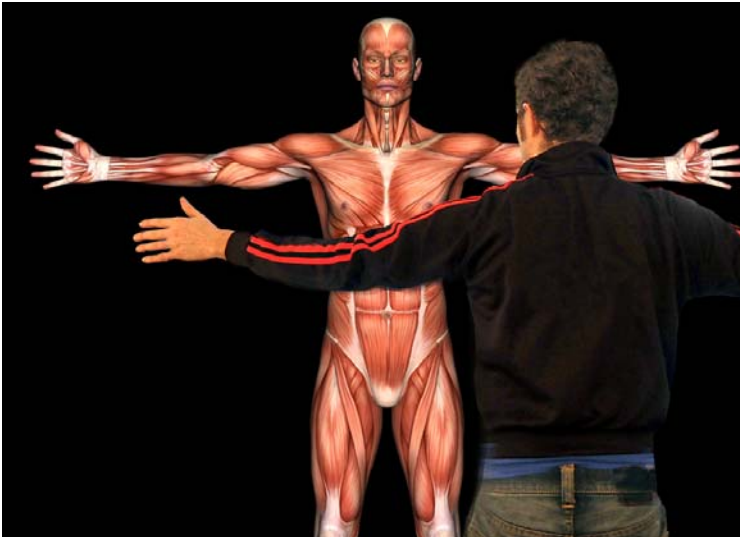
**Themes:** Climate change, the environment, animals, personal empowerment, positive social change.

*"There are huge areas of science that are too big, too small, too fast or too slow. Snibbe's work lets museum visitors enter these inaccessible realms in new and more immersive ways than ever before."*

Tom Rockwell, Director, Center for Public Exhibition and Public Programs, The Exploratorium, San Francisco.

# SocialMirror™

Designed for compact spaces, and using a revolutionary 3D camera that requires no special background, SocialMirror™ reflects people's movements back at themselves through animated figures that respond in real time.



## Character Mirror

Character Mirror gives people a chance to see what they look like on the inside. As a person raises his or her arms, squats, and moves about, the character mimics the moves as if in a magic mirror. In the example shown above left, people switch between four different body systems and view both male and female anatomy to see what lies beneath our skin. The other example shows a robot dancing in time with a person's movements - encouraging a spontaneous street performance.

**Customization:** Character Mirror can be customized with any type of character from photorealistic images and videos of celebrities, to historical figures, cartoon characters, animals, or fantastic, mythological beings.

**Themes:** Anatomy, physiology, muscles, bones, nervous system, endocrine system, body systems, characters, personalities, cartoons.

## Social Mirror Kiosk

Social Mirror is available in a range of free standing units with a standalone lifespan of 5-10 years, requiring little maintenance and true plug-and-play.

These products incorporate bright LCD screens, and a built in computer and 3D camera. Options include a rugged weather proof version for outdoor use.

Screen sizes range from 40" to 82" diagonal.



*"It's been great for Yahoo, and it's been great for people to see a new form of expression – and a new form of art – where people are part of something that's left."*

Joy Mountford, Senior Director For Communications, Yahoo! Corporation.

# SocialFloor™

SocialFloor™ creates an engaging focus for social play with a brand, product, or idea; and makes long-lasting impressions that don't take up valuable wall space.



## Boundary Functions

Boundary Functions projects lines between people as they walk on an interactive floor to reveal that personal space is defined only by our relation to others and changes without our control.

**Customization:** Boundary Functions can be filled with patterns and textures reflecting any concept in exhibits, branding, or entertainment.

**Themes:** Personal space, borders, boundaries, geometry, social relationships, bubbles, mathematics, interdependence, sociology, identity.



## Bug Rug

In Bug Rug, people interact with a simulated jungle floor, dropping bait to catch insects in the same way that scientists collect bugs in the wild.

**Customization:** Bug Rug can be customized with other types of graphics, creatures or vehicles: fish, people, cars, spaceships, etc.

**Themes:** Entomology, the environment, scientific method, insects, Madagascar.



## You and We

In You and We, a colored spotlight follows each person around the floor. As the person touches others, she takes away pieces of their colors, creating a collection of colors representing social relationships.

**Customization:** You and We can be customized with other colors, brands, entertainment properties, or images.

**Themes:** Identity, psychology, social psychology, movement, body.

## Our Environment

Our Environment creates a sense of reverence, stewardship, and caring for nature. When people walk carelessly across a projected lawn, they trample the grass; by slowing down and moving deliberately, flowers spontaneously grow around their feet and among their friends.

**Themes:** environment, branding, social responsibility.

*“What’s great about Snibbe Interactive is that they’re always willing to take on a new challenge in unexplored territory – they succeed in areas that are risky and where no one else is willing to even try.”*

Jeff Kennedy, President Jeff Kennedy Associates, Boston, Massachusetts.

# SocialTable™

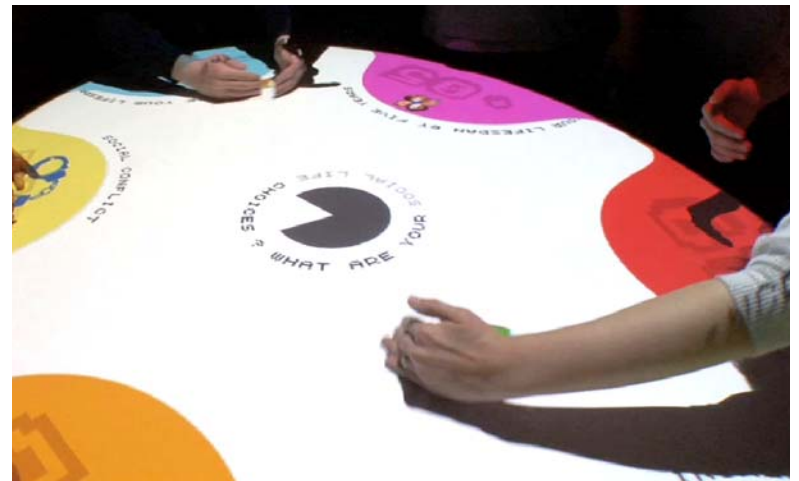
Tables are familiar places of social interaction between people. Adding interactive multitouch makes this platform a great place for lively learning, conversation, branding and entertainment.



## Galapagos

On an interactive projected tabletop, people play a collaborative game to match plants and animals to the way they reached the Galapagos, learning how the islands were populated.

**Themes:** Evolution, Charles Darwin, natural selection, habitat, the environment, animals, the ocean.



## Health Choices

Health Choices is a game promoting positive health behaviors, where people compete for the longest lifespan.

**Customization:** The Health Choices game platform can be customized for social interactive games on any topic for museums, corporations, entertainment, and retail.

**Themes:** health, life expectancy, choices, games, competition.

*"Your work stands far out from anything I have encountered."*

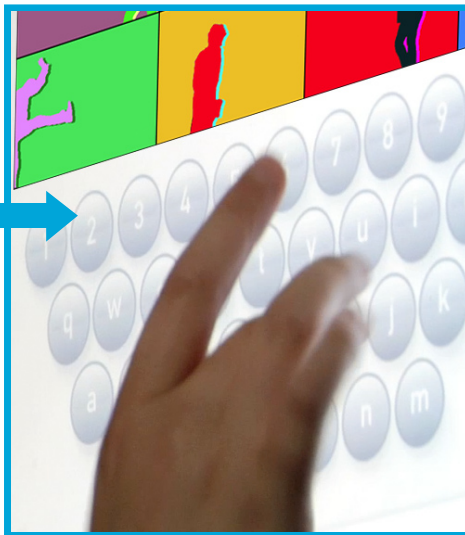
Dr. Wolfgang Guthardt, Director, Phaeno Science Center, Wolfsburg, Germany.

# SocialShare™

SocialShare™ expands the reach of an immersive exhibit exponentially by spreading into online social networks.



People interact with an immersive experience.



Visitors find a video of themselves or their friends.



The video clip spreads virally online.

Using Social ShareTechnology, people create personalized videos that they share in online social networking communities like Facebook, MySpace and YouTube to exponentially increase reach.

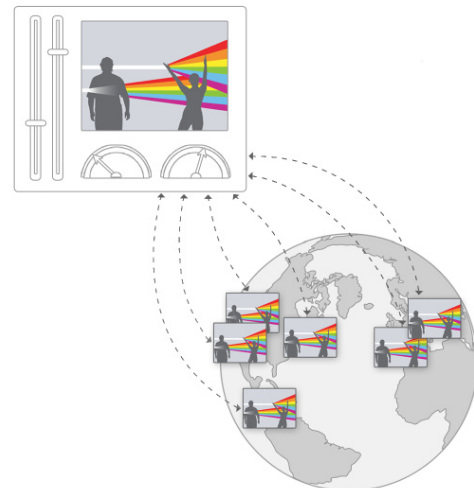
# SocialNet™

SocialNet™ connects one to thousands of interactive displays into a seamless network for entertainment, branding, and retail franchises.

SocialNet connects one to thousands of interactive displays into continuously monitored and updated networks. The system provides:

- Real-time statistics
- Application scheduling
- Preventative maintenance and alarms
- Synchronized rollout
- Updates, upgrades and new product releases
- Customer portal for 24-hour scheduling and monitoring

Museums, retail stores, entertainment franchises, theaters, and other customers with multiple sites continuously receive detailed statistics on usage and impressions; and we pro-actively monitor the interactive experiences to maintain quality and uptime. Via SocialNet™ the customer can also control the timing and display of multiple products on a single platform.

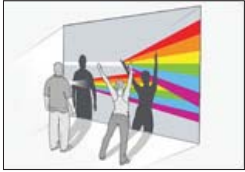


*“We owe a lot of our success to Scott and his team. Everyone that came into the suite was truly captivated and taken in by Snibbe’s imagery, which produces an amazing feel-good energy level that affected everyone who saw it.”*

Leonard Scott, Principal, Interior Architects, Los Angeles

# Our Platforms

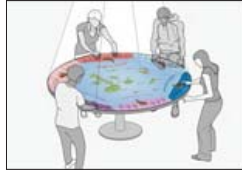
Snibbe's platforms provide a complete end-to-end social interactive solution, from unique immersive experiences to online social networks and worldwide synchronized franchise management.



SocialScreen™



SocialFloor™



SocialTable™



SocialMirror™



SocialShare™



SocialNet™

Our SocialSpace™ technology platforms are:

**SocialScreen™** : Interactive wall projections.

**SocialFloor™** : Interactive floor projections.

**SocialTable™** : Interactive tables.

**SocialMirror™** : Compact, low-maintenance interactive LCD screens incorporating stereoscopic cameras that work without any special background.

**SocialShare™** : Patent pending technologies for sharing videos and media from immersive experiences via e-mail and online communities.

**SocialNet™** : Network multiple sites for statistics, reliability, consistency, preventative maintenance, and subscription services.

# Our Products

Our products can be customized or purchased from the catalog ready-to-install.

With each platform, we offer three levels of immersive media products:

**Catalog Products** : Catalog products can be chosen from our library of dozens of immersive media experiences and shipped immediately, guaranteeing a consistent, high-quality experience.

**Custom Products** : Customized products can include customized colors, logos, images, characters or thematic and brand imagery.

**Unique Products** : Unique products involve new forms of interactivity to push the envelope of immersive realities.

Each of these products can be paired with a SocialShare™ video e-mail system to expand the experience into online social networking communities, and a SocialNet™ system for remote maintenance and multiple site management.

## Headquarters

Snibbe Interactive 1073 Howard Street, San Francisco, CA 94103, USA.

## Main Contact

Europe

North and South American

Asia

Middle East

: sales@snibbeinteractive.com

: europe@snibbeinteractive.com

: americas@snibbeinteractive.com

: asia@snibbeinteractive.com

: middleeast@snibbeinteractive.com

+ 1 415 822 1442

USA: + 1 415 822 1442

London: + 44 7961 317 177

USA: + 1 415 822 1442

Tokyo: + 81 90 1996 1719

Dubai: + 971 50 847 5387