

Interactive display unit to launch new game across 13 countries

Interactive POP display

Ubisoft was looking for a display unit to launch their new game, 'Starlink - Battle for Atlas', an interactive game featuring starships, weapons and pilots.

The game was to be launched worldwide and display units would be required in 13 different countries, in their local languages.

Ubisoft approached DisplayMode as they were impressed with the displays they had seen created for other companies. DisplayMode won the project based on their experience, interaction and communication skills, design proposal, and in-house manufacturing capability.

DisplayMode was tasked to create an interactive display unit to educate, build awareness and drive purchases of the new game.

The displays needed to be easy to understand, appealing to young children and fun, with high visibility, sound, interface and quality display screen.

The unit needed multiple language options and a simple set up. As it was to be a permanent, long-lasting display, allowance was made for updates to graphics and videos that could be performed easily by in-store staff.

Ubisoft required two variants of the display unit; a full version that included a glorifier which showcased a starship, pilot and weapons, and a more basic screen and button option without the glorifier.

Both versions had to use the same lit push buttons to demonstrate the build and game options, plus a looping video to hold the attention of customers.

A bar code scanner was included on each display unit so any starship, weapon or pilot from the range could be scanned and a corresponding video would play to demo its features.



“... delivered with drive and passion, meeting all of Ubisoft’s deadlines and provided excellent customer service throughout.”



About the Client

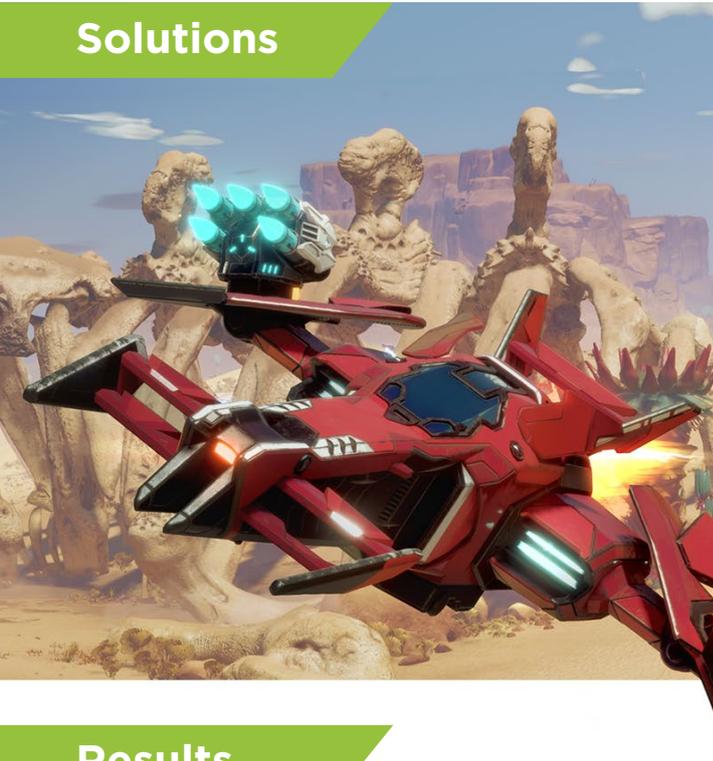
Ubisoft is a French video game company headquartered in Montreuil, France, with several development studios across the world. Founded in 1986, Ubisoft is a leading producer, publisher and distributor of interactive entertainment products and services worldwide, and is known for publishing games for several acclaimed video game franchises. Ubisoft is committed to enriching players’ lives with original and memorable entertainment experiences.

Challenge



- **New partnership**—This was the first time Ubisoft and DisplayMode had worked together. DisplayMode needed to work quickly to build trust with Ubisoft, recognising this as the foundation to a successful project.
- **In-store variables**—Each country had different store brackets for walls and varying shelf depths. DisplayMode would need to collect information on every variable to ensure the final display unit would fit every store.
- **Multiple languages**—Units needed to be approved by 13 different countries, with relevant video and language options. Initial set up, ongoing updates and maintenance must be simple for individual stores to perform.

Solutions



- **Excellent communication**—To ensure the project was a success and delivered to time, budget and expectations, DisplayMode needed to build a good relationship with Ubisoft. DisplayMode made two visits to Ubisoft's head office in France and held regular online video meetings throughout the project to ensure that communication channels were kept open.
- **In-house production**—DisplayMode designed, prototyped, manufactured and assembled all the display units at the UK factory. This gave DisplayMode full visibility and control of the project along every step and meant a quicker turnaround to delivery of the final units in to stores.

Results

- Excellent pre-planning with each country meant the units were installed in-store across 13 countries to meet launch deadlines. DisplayMode completed the UK deliveries and installations directly.
- The interactive display units were produced and delivered to spec, on time and within budget.



Conclusion/Result/Benefit

DisplayMode worked quickly to build trust with Ubisoft to deliver a highly visible display that suited different store environments in multiple languages, whilst allowing for future updates to be performed simply by in-store staff.

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Call **DisplayMode** today on **+44 (0) 1536 460805** or email **contact@displaymode.co.uk** to learn more.

