

Sky Glass Product Launch Experiences



LOCATION: UK

CLIENT: Amplify

DATE: October 2021 - Throughout 2022

Creative Technology (CT) were proud to support long-standing client Amplify – the creative agency specialising in experience and culture, with the launch of 'Sky Glass', the brand-new streaming TV from Sky. The product launch consisted of three brand experiences as part of the immersive roll-out.

With time being of the essence, CT's Systems Integration team had a three-month lead time to source the best technical solutions to deliver the client's vision in time and to budget. All engineering and procurement elements were fast tracked and condensed, allowing for the installation and commissioning of all three experiences over a two-week period which required a simultaneous high-quality delivery across multiple sites.

Pop-Up Eco Houses

The first of the three experiences was the Sky Glass touring pop-up eco houses, three fully sustainable and portable temporary structures constructed by contractor Stage One that transport people into a range of in-home environments to showcase the product's size and colour

variations in a realistic setting. The modular houses started their tour across London, Birmingham, Manchester and Belfast and will continue to tour throughout 2022.

Keeping in line with Sky's impressive eco credentials, the pop-up houses tour aims to be the UK's first carbon neutral experiential tour with a whole host of considerations including materials, weight, flat pack volume and other elements that would affect the tour's transportation footprint.

In two of the pop-up houses, CT installed an augmented projection mapped experience onto a 65" Sky Glass and adjacent walls and floors using AV Stumpf Pixera playback and software. This created a synchronous media showreel of the key features of the product, utilising Dolby Atmos for incredible audio.

All systems needed to have plug and play ability and be applicable for touring, with flexible installation methods utilised where possible whilst ensuring the high-quality standard as expected in a permanent installation.

Both CT's Systems Integration and Live Events teams collaborated on this area of the project to provide audio-visual design, hardware procurement, integration, and ongoing tour support.

Retail Stores

The second experience saw CT heading to 10 of the brand's retail stores across the UK, integrating Sky Glass TV's with existing LED and videowall technology. To engage visitors, interactive content using Pixilabs and motion sensors triggering media playback and user interactivity were added - all delivered over one condensed overnight installation!

Innovation Showcase

To conclude the Sky Glass product launch experiences, CT headed to Sky's headquarters in Osterley, where an exhibition showcase has been installed to display all the new Sky Glass products in each of their size and colour variations. CT integrated 4k Brightsign media content players with Nexmosphere RFID built into the remote controls which activated Sky Glass content to play on the pick-up of the remotes, providing an immersive and personal interaction for visitors.

Beppe Plances, Executive Producer at Amplify commented, *"Our ambition for this project was huge. Launching a brand new product with an experiential tour of the UK, with the added complexity of making the whole project carbon neutral meant we had to rely on partners capable of delivering clever technical solutions and truly committed to making it a success. Thanks to our long standing relationship, we knew we could rely on Creative Technology to be exactly that."*

