

UNL  **P**

OUR STORYFOLIO.

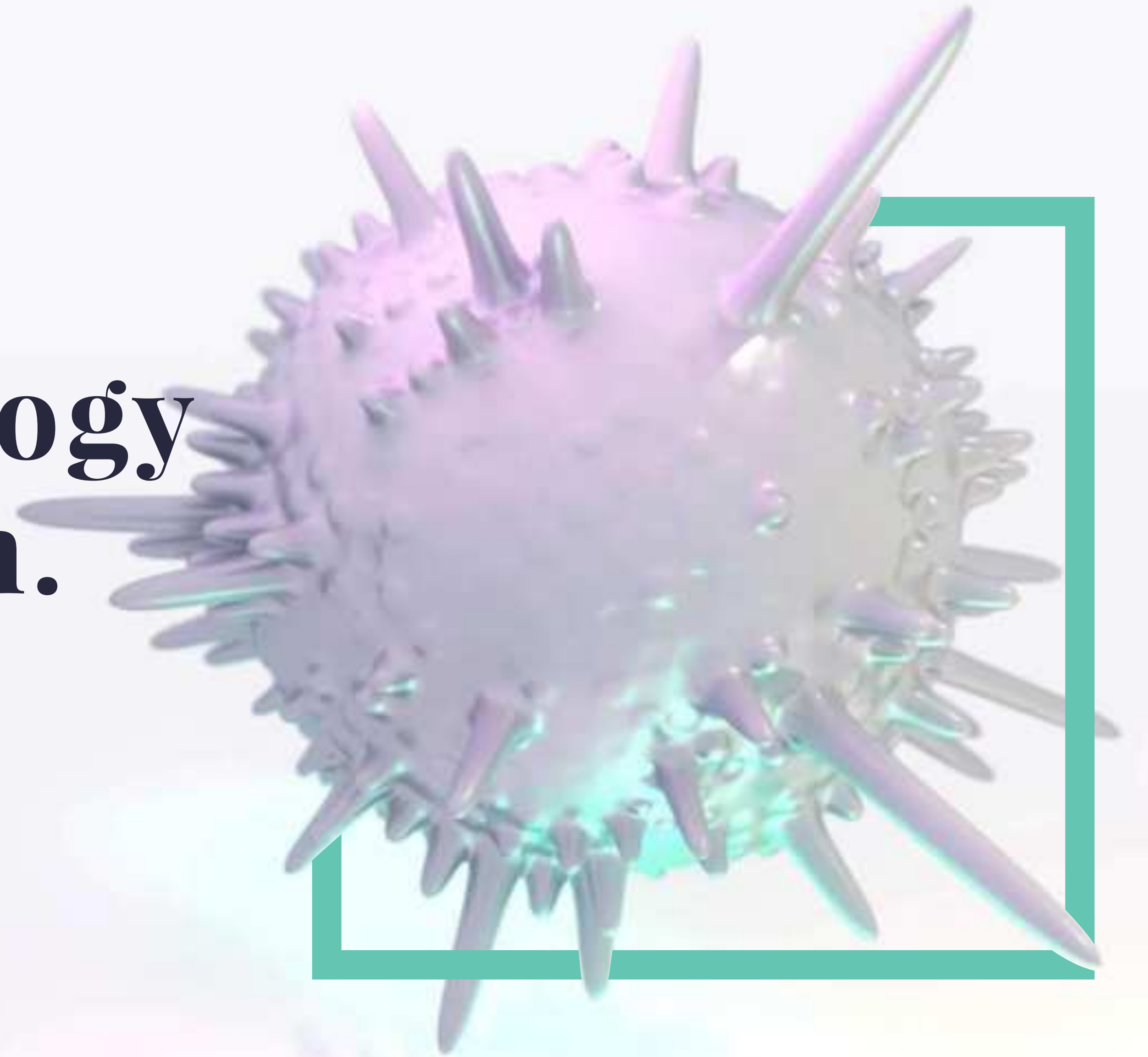
2020

beyond technology.

**We are born and
live as storytellers.**



**Not technology
but emotion.**



**Fall in love
with new worlds.**



**For us, each client
is a treasured pearl.**



CLARINS

Salsa

KFC

PORTO
CRUZ



ballast

HONDA
The Power of Dreams



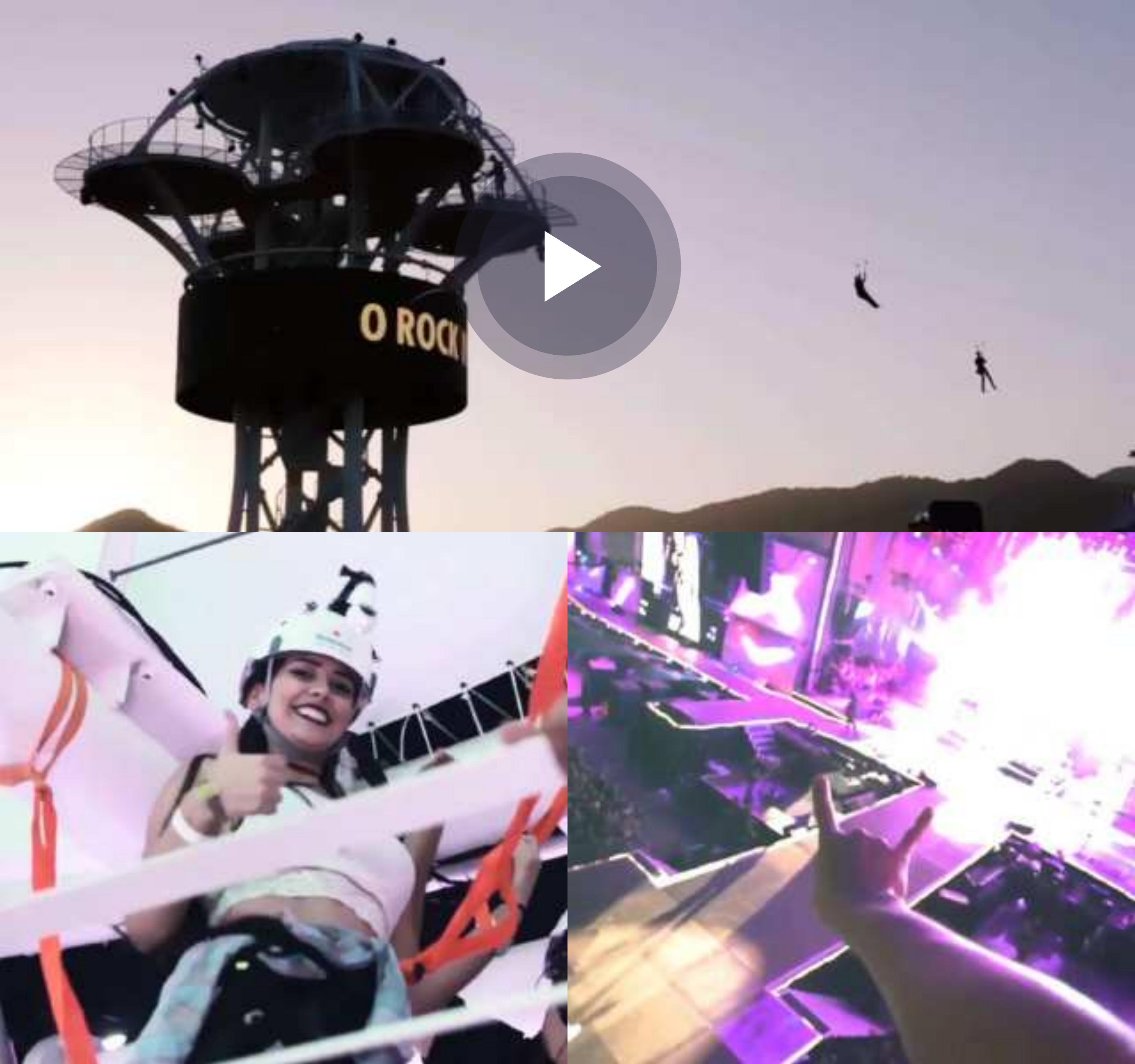


HEINEKEN x ESTÚDIO LIKE

360 Slide

Brand Activation

2017 - BRASIL



ESTÚDIO LIKE x HEINEKEN (2017 - BRASIL)

360 Slide

Brand Activation

Brand activation at Rock In Rio Brasil 2017. Users wore a helmet with a 360 camera. Along the zip-line descent, photos were taken and the user could select his favourite 360° photo to publish on social networks.

HIGHLIGHTS

Over 700,000 persons in the audience.

Automatic photo publishing in social media.

Heineken's logo was added to every photo, raising brand awareness.

QUINTA DA REGALEIRA x BYAR

Quinta da Regaleira 4.0

Augmented Reality

2017 - SINTRA, PORTUGAL





QUINTA DA REGALEIRA X BYAR (2017 - SINTRA, PORTUGAL)

Quinta da Regaleira 4.0

Augmented Reality

Discover the emblematic story of this mystical space, as small stories are told by virtual characters who interact with the environment in mixed reality, exploring some exciting portuguese tales and mythology.

HIGHLIGHTS

Over 10,000 installations and augmented visits.

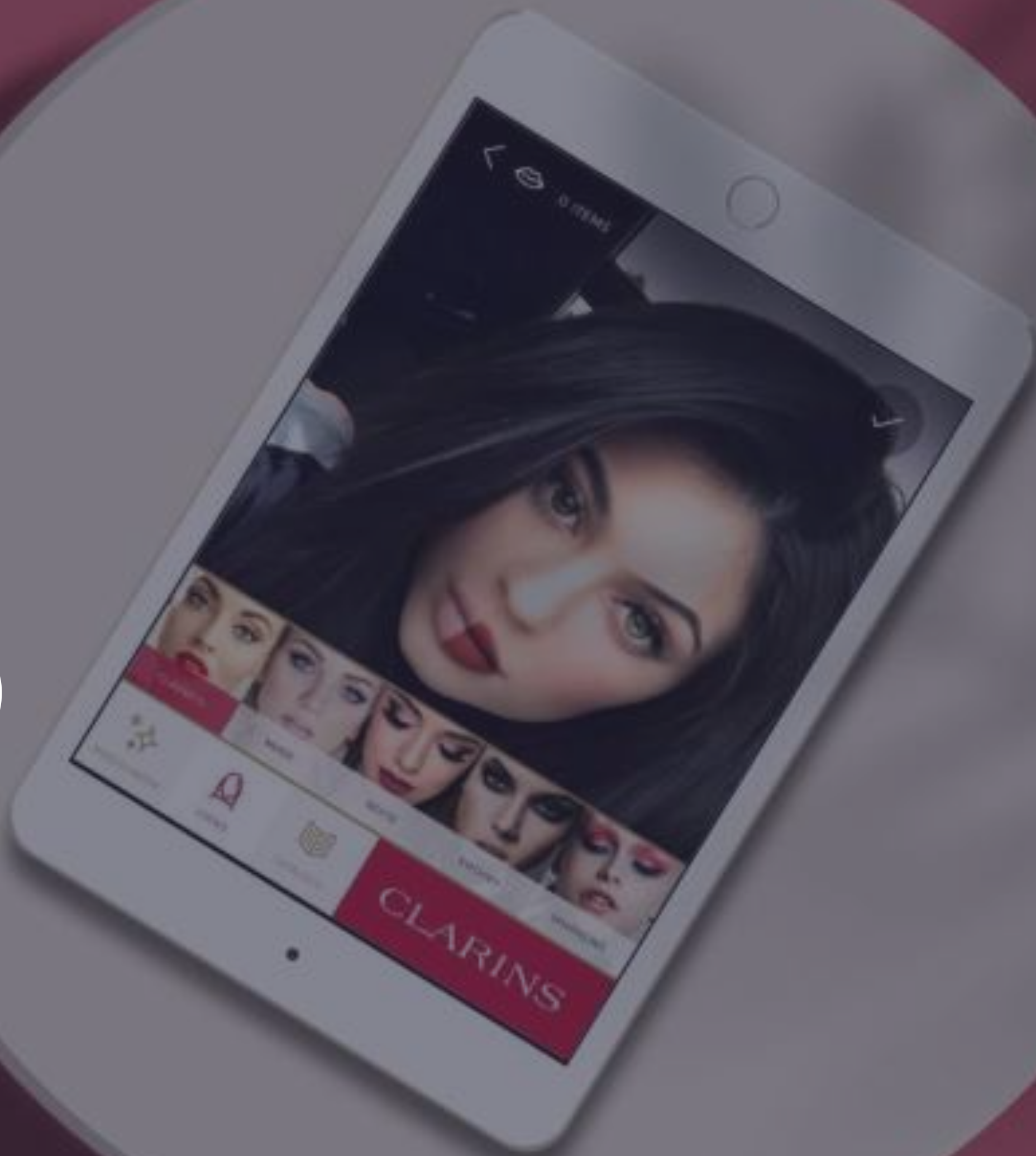
Tracking with GPS navigation and beacons.

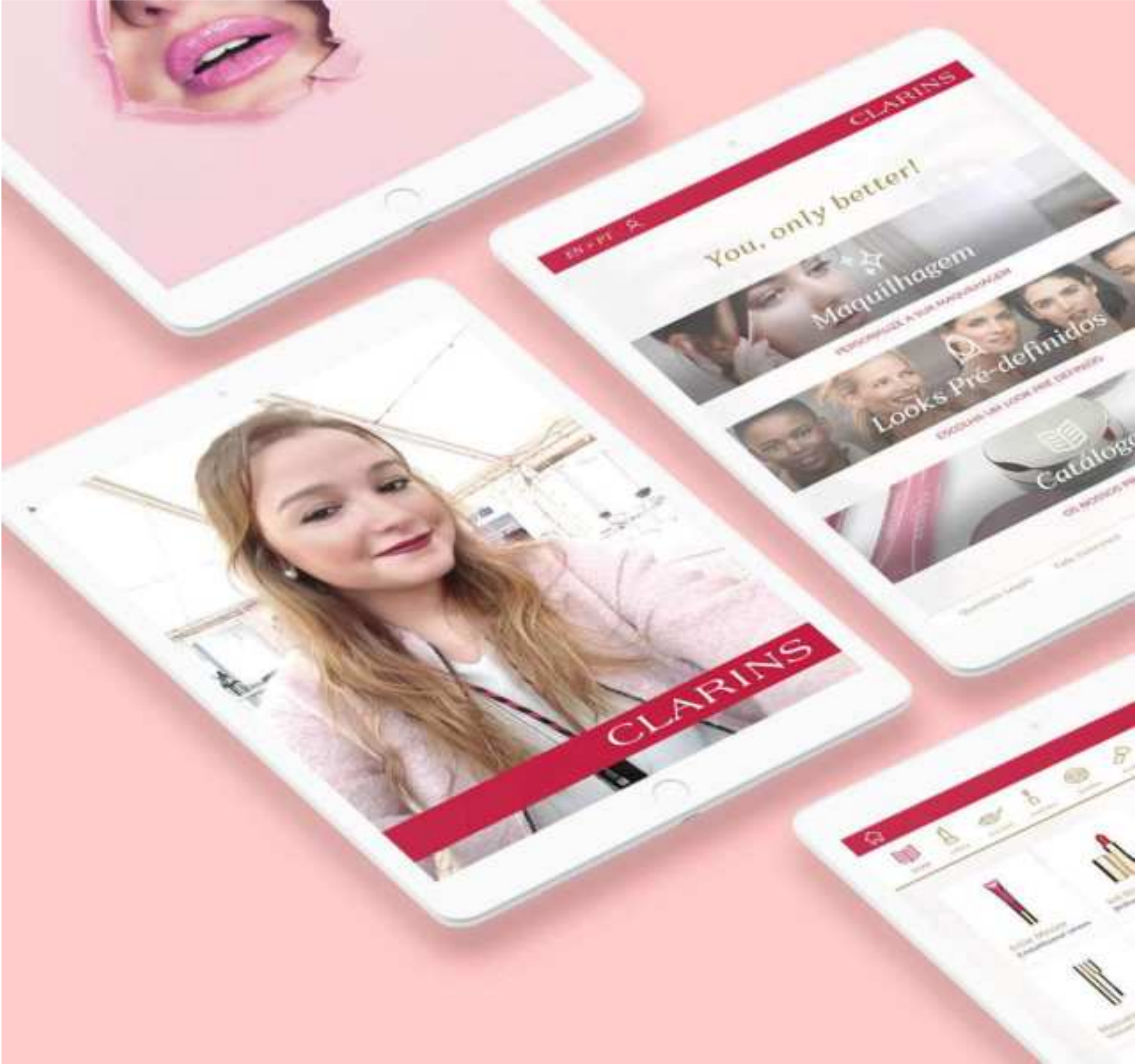
Gamified tourism experience.

CLARINS x BYAR

Virtual Make-Up

Augmented Reality





CLARINS x BYAR

Virtual Make-Up

Augmented Reality

Improving the customer experience for both in-store and out-store shopping through augmented reality.

The user can choose and apply from a diverse selection of make-up products, previewing them in real time.

HIGHLIGHTS

Preview products in live augmented reality.

Product catalog and suggestions.

Developed in Unity with image recognition APIs.



KFX x ROBINSONS x CHANNEL INTERACTIVE

Pong Storefront

Interactive Storefront

UNLOOP - 2019



KFC x ROBINSONS x CHANNEL INTERACTIVE (2017 - UK)

Pong Storefront

Interactive Storefront

We created an interactive version of Pong, to engage tennis fans as they make their way to the Wimbledon Championships, creating awareness and encouraging sales conversions for both KFC and Robisons, in their mutual campaign.

HIGHLIGHTS

The players control their pong paddles using touchscreen technology.

Customers had the opportunity to compete to win Wimbledon Final tickets and more than 100 fitbits.

THE CULTURE WEB

Culture Web Spaces

3D Architecture + CGI Production

2018 - SINTRA, PORTUGAL



THE CULTURE WEB (2018 - SINTRA, PORTUGAL)

Culture Web Spaces

3d Architecture + CGI Production

The Culture Web is a space for luxury brands with an huge focus on using technology in retail.

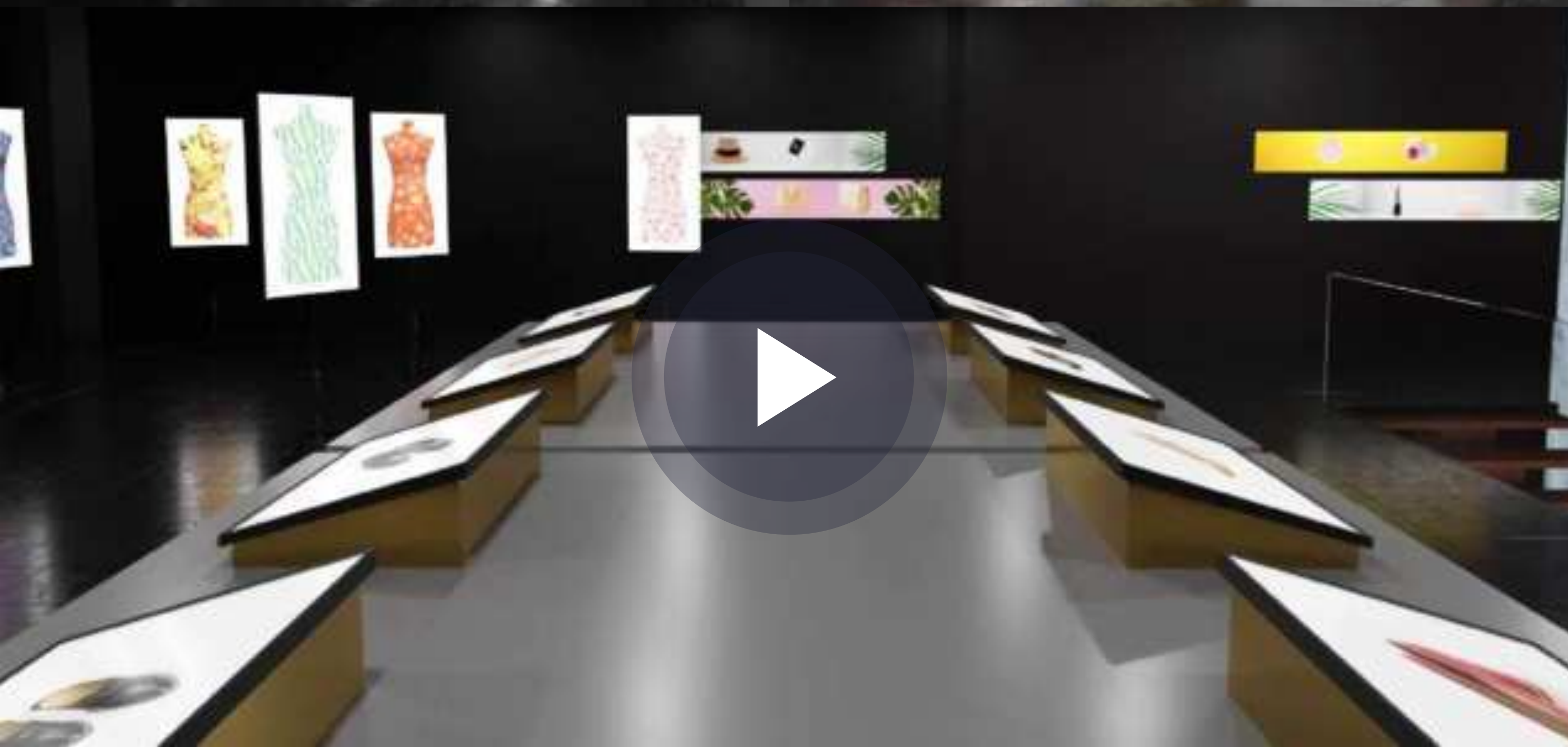
We created the 3D in high quality, content for the screens, animations and post production to present this innovative space.

HIGHLIGHTS

Realistic 3D quality.

Engaging 3D animation to present the space.

Showcases applications for high end retail.



BALLAST x DESIGNMARKGROUP x THERME ERDING

Jungle VR Ride

Virtual Reality + CGI Production

2018 - GERMANY



BALLAST x DESIGNMARKGROUP x THERME ERDING (2018)

Jungle VR Ride

Virtual Reality + CGI Production

The visitor descends a toboggan travelling to another reality. The fantasy setting is of a tropical jungle where elephants, crocodiles and even native indians try to attack.

HIGHLIGHTS

Detail rich experience with 36 second duration.

The VR content reacts to the rider's position, through tracking system by Ballast Technologies.

Therme Erding receives around 4000 visitors every day.

The VR slide has generated nearly 10 million new impressions around the initial opening.

THERME ERDING x DESIGNMARKGROUP

Toboggan Simulator

Virtual Reality + Hydraulic Platform

2018 - GERMANY





THERME ERDING x DESIGNMARKGROUP (2018 - GERMANY)

Toboggan Simulator

Virtual Reality + Hydraulic Platform

Experience the thrill of the toboggan ride from anywhere in the world.

HIGHLIGHTS

Hydraulic platform to simulate motion.

Synchronism between 360 content and motion.

Used in stands promoting the water parks.

CHEVROLET x ESTÚDIO LIKE



Interactive Auto Stand

Brand Experience + Applications

2018 - BRASIL

UNLOOP - 2019





CHEVROLET x ESTÚDIO LIKE (2018 - BRASIL)

Interactive Auto Stand

Brand Experience + Applications

We worked on ways to engage customer in Brasil's Motor Show 2018, drawing interest to Chevrolet's cutting edge technology.

INTERACTIVE QUIZ

Present GM's invehicle system.

Audio and 2D animation content.

PERSONALITY & LOYALTY QUIZ

Quick questions define user's style and preferences.

Print discount vouchers according to results.

VOICE RECOGNITION DRIVING GAME

Control with voice and wheel.

Engaging 3D driving simulation.



BNP PARIBAS x EVOKE IT

We are Tennis

Brand Experience + Game Production

2017



BNP PARIBAS x EVOKE IT (2017)

We are Tennis

Brand Experience + Game Production

Part of BNP Paribas "We are Tennis" campaign. During major tennis events, visitors can become virtual tennis players, playing a set against an AI opponent.

HIGHLIGHTS

Gesture based interaction (with Myo Sensor).

Easy to reinstall in any event or stand.



UNLOOP - 2019

SANTANDER x ESTÚDIO LIKE

Santander Farol

Interactive Application

2017 - BRASIL





SANTANDER x ESTÚDIO LIKE (2017 - BRASIL)

Santander Farol

Interactive Application

Interactive touch screen and large format display interact seamlessly while presenting the history of money.

The user can browse through tangible 3D books, designed in the era's unique vintage style.

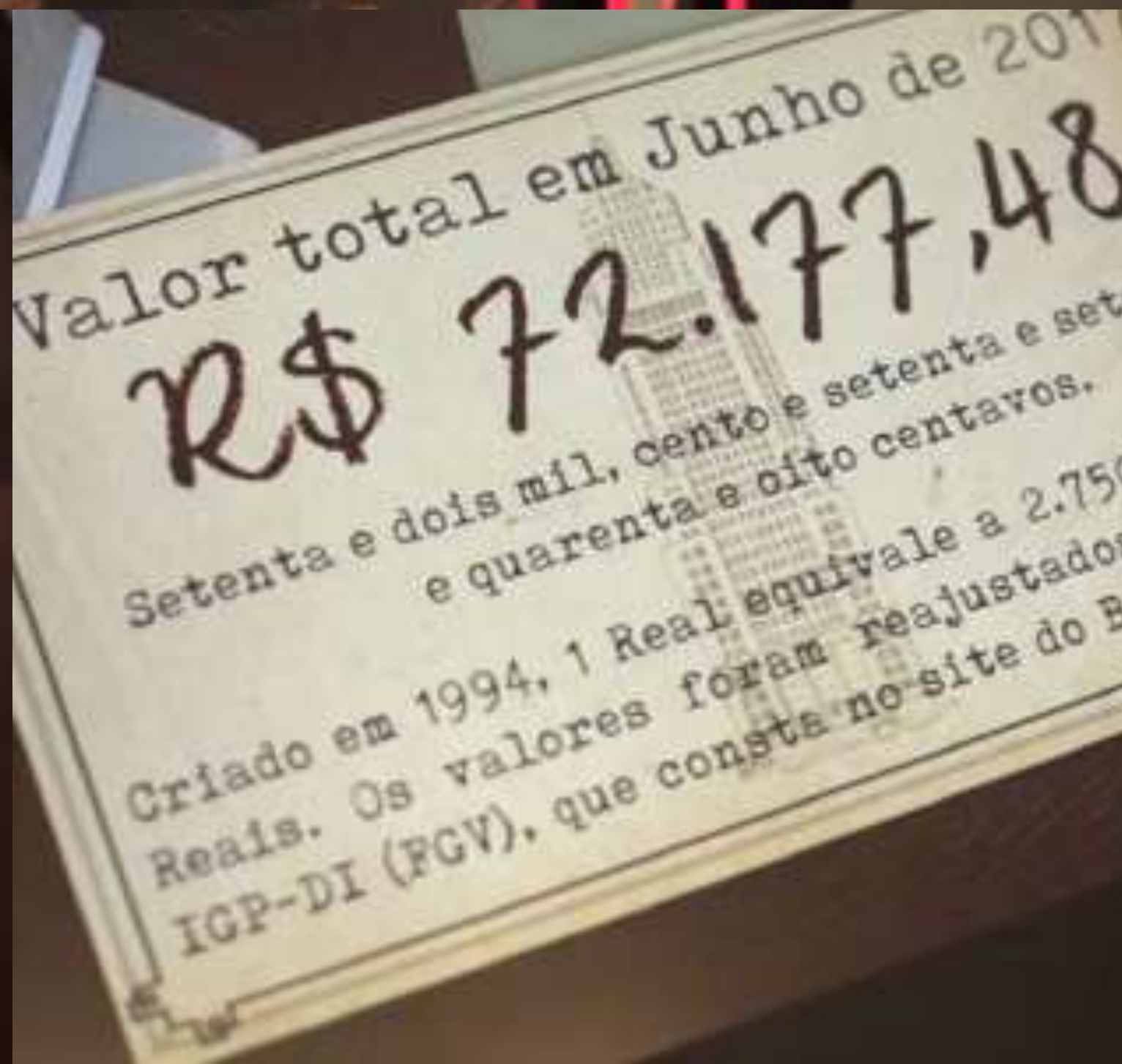
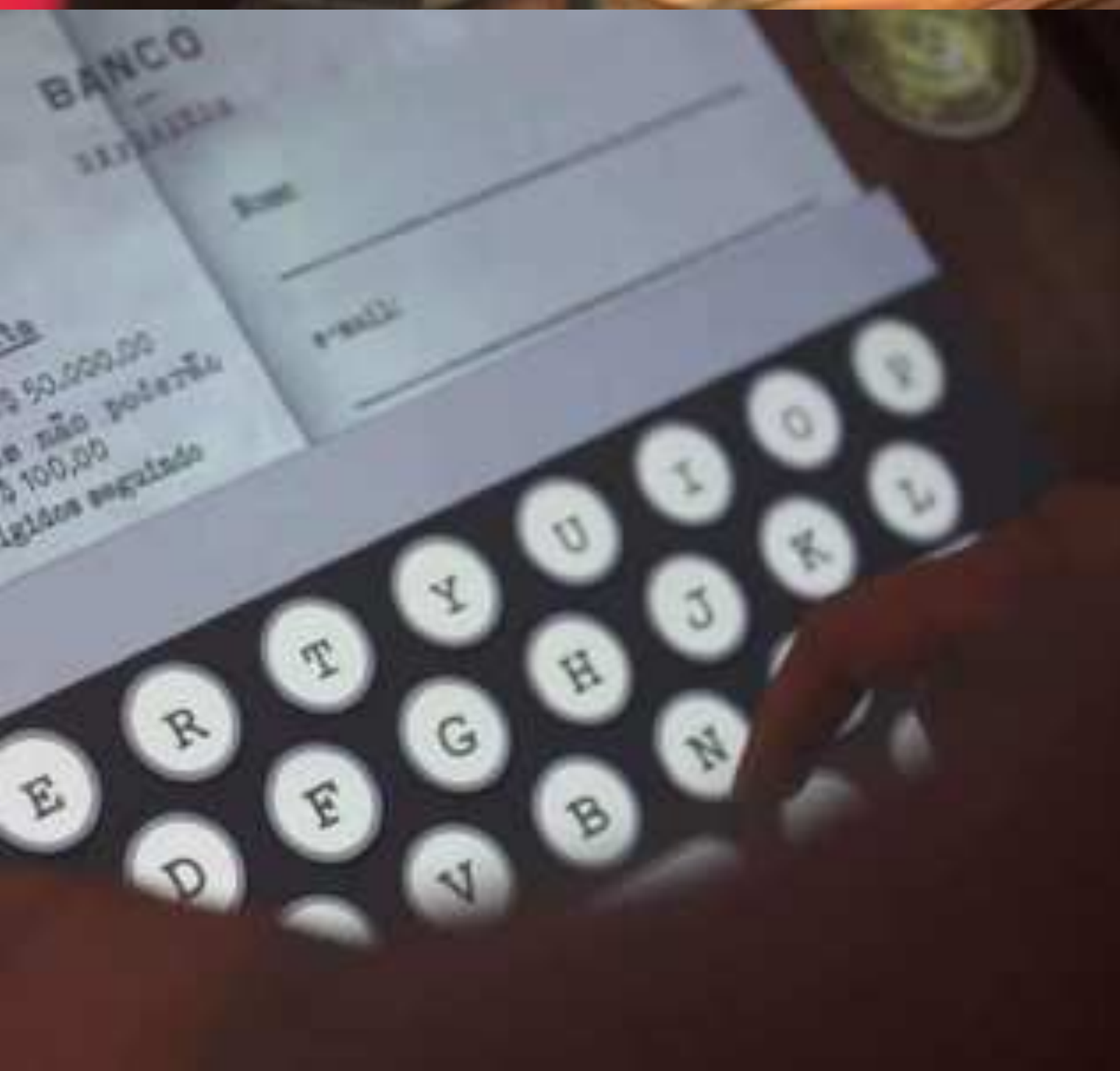
Application allows to simulate saving accounts over the years.

HIGHLIGHTS

Gesture based touchscreen interaction.

Large format LCD's as windows to the city of São Paulo.

Animated infographics to present history.



luxury



**virtual
reality**



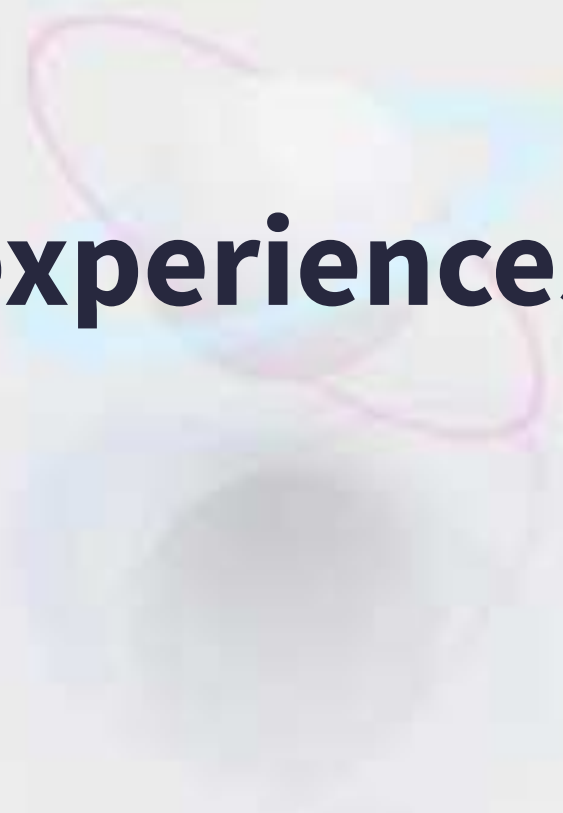
3D & video



culture



experiences



**mixed
reality**



retail



**brand
activation**



storytelling



**Our Unloopers would
love to tell your story.**

Thank you.

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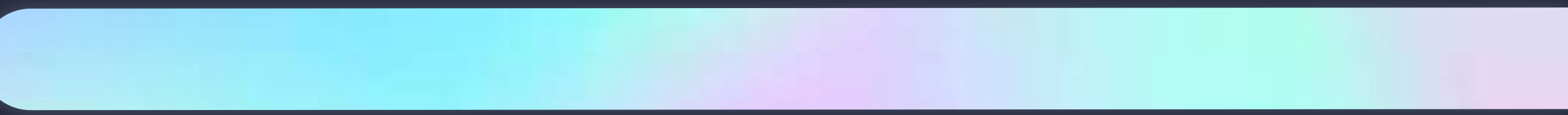
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BEYOND TECHNOLOGY