



RHINO CREATES INTERACTIVE GAME FOR BOARDS SUMMIT

A unique, participation-based interactive component spearheaded by VP Digital and Interactive Media Shemi Levi and CEO Zviah Eldar breathes life into the original VFX content shaped by CD Harry Dorrington and the Rhino team for the Boards Summit in NYC. This effort marks a major expansion of the studio's model as they reach deeper into the digital and interactive realm.

"I've been doing these types of digital and interactive projects for years as head of gaming and entertainment at Orange (Hutchison 3G), the largest 3G carrier in Israel, and I'm thrilled to be doing this sort of work with Rhino in the U.S.," noted Levi. "We have the perfect alignment now because we can utilize the expertise of mobile advertising platforms powered by the web and our high-end content development and design, and blend them all with our interactive skill set. Our goal is to bring another dimension to the user experience and to allow our sponsors to socialize and get exposure in a different way; we want them to interact with their future clients."

"This effort is a great reflection of what we've been working towards for 18 months," noted Eldar.

Rhino conceived and executed the idea for the campaign's centerpiece, a comprehensive interactive contest called the Boards Summit Interactive Game, which asks participants to "decode the future of advertising." The unique game infiltrates nearly every aspect of the summit, utilizes various technologies, and takes advantage of the many areas of Rhino's expertise.

The game will revolve around QR codes, a matrix code that can be scanned and decoded with camera phones to reveal digital information, creating a link between the physical and digital worlds.

Each summit sponsor will choose one representative to have a QR code placed on them as a badge. Summit participants will be challenged to track down all 14 of these code-bearers between official events and scan their QRs with their camera phone. Once the code is scanned, the sender will receive a confirmation back from the sponsor with a link to their web page. Each participant who sends in all 14 codes will be in the running to win a weekend getaway. The winner will be announced on Boards' website at the end of the summit.

“We needed something unique and multifaceted, yet simple enough to launch for an event with hundreds of participants, and this game of digital hide-and-seek was perfect,” noted Eldar. “We integrated our traditional strength of design and FX with digital and interactive capabilities to introduce the first interactive game ever for the Boards Summit.”

“This game is a unique experience that allows the sponsors to get extra exposure and the opportunity to network with industry people like never before,” stated Rhino EP Yfat Neev.

Media supporting the interactive game include a Rhino-designed opening sequence directed by Harry Dorrington that will brief summit participants on how to play the game. The spot’s introduction is done in the style of a classic spy briefing, with a dramatic voiceover detailing the contest rules as it runs through images of QR codes, photos of sponsors, and panoramas of beautiful island retreats in slideshow fashion. This promo showcases Rhino’s well-known VFX capabilities, with seamless weaving of the QR codes into the cityscape and a treatment creating a surreal aura over the entire landscape.

Banner ads alerting the public of the interactive game in advance of the Oct. 26 and 27 event went live Oct. 13, giving the participants the option of downloading the QR reader prior to the summit. Email blasts, in-conference posters, and postcards will also inform participants of the game’s details.

The Credits:

CEO/Head Creative: Zviah Eldar
 VP Digital & Interactive: Shemi Levi
 Managing Director: Rick Wagonheim
 COO/ Sr. Executive Producer: Camille Geier
 Executive Producer: Yfat Neev
 Director/Creative Director: Harry Dorrington
 Editor: Marc Steinberg
 Digital Artist/Designer: Alex Davidson
 Digital Artist/Designer: Kyle Cody
 Digital Artist: Jaganmayi Himamshu
 Digital Artist/ Tracking: Brian DiNoto
 Roto Artist: J Bush
 Lead Flame Artist: Jim Rider
 Producer: Linda Gallagher
 Sales/Marketing Manager: Lisa Starace
 Sales/marketing Coordinator: Jacqueline Pirolo

About Rhino:

Since its launch in 2000, Rhino has created award-winning visual effects, design, and animation for commercials, VFX for feature films, episodic television, webisodic mini-series, and videogame cinematics. The company’s principals and artists have also led the industry’s exploration into the boundless potential of branded digital content. By cultivating extensive relationships with key brands, advertising agencies, and film/TV studios, Rhino utilizes its creative directors and artists to develop and execute powerful branded entertainment to build both identity and awareness. The company’s principals include: CD/Director Vico Sharabani, CD/Director Harry Dorrington, CD/Director Natasha Saenko, COO/EP Camille Geier, Managing Director Rick Wagonheim, VP Digital & Interactive Shemi Levi, Executive Producer Yfat Neev and CEO North America Zviah Eldar.

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