

GO2PRODUCTIONS

CAPABILITIES DECK

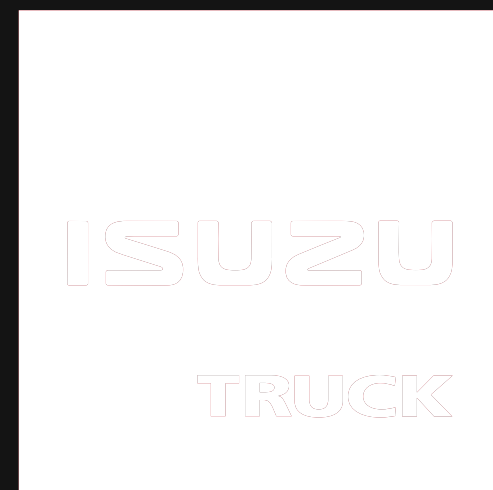
GO2PRODUCTIONS

changing the way people experience the world

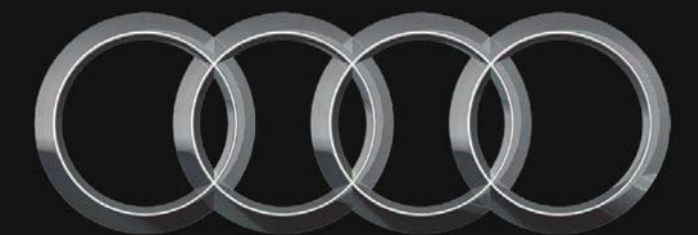
From 3D projection mapping to immersive environments, interactive and holographic content, Go2 is focused on creatively using technology to design unforgettable moments. Expertly weaving together art, soundscape and digital mastery, the award-winning team transforms physical spaces into experiences that thrill and inspire. Go2 brings screens, walls and buildings to life, as well as the boldest of ideas, exploring the artistic and technical that lands firmly on high-impact results. From concept to completion, we manage the entire process in-house to ensure the highest quality in our state-of-the-art studio facilities.

2019 Canadian Events Industry Award
2018 BizBash Event Innovator: Adrian Scott
2018 Digital Signage Expo Award
2017 CODAwards
2016 Experience Design and Technology Awards
+ 10 more





BRAND
Some of the brands we produce content for.



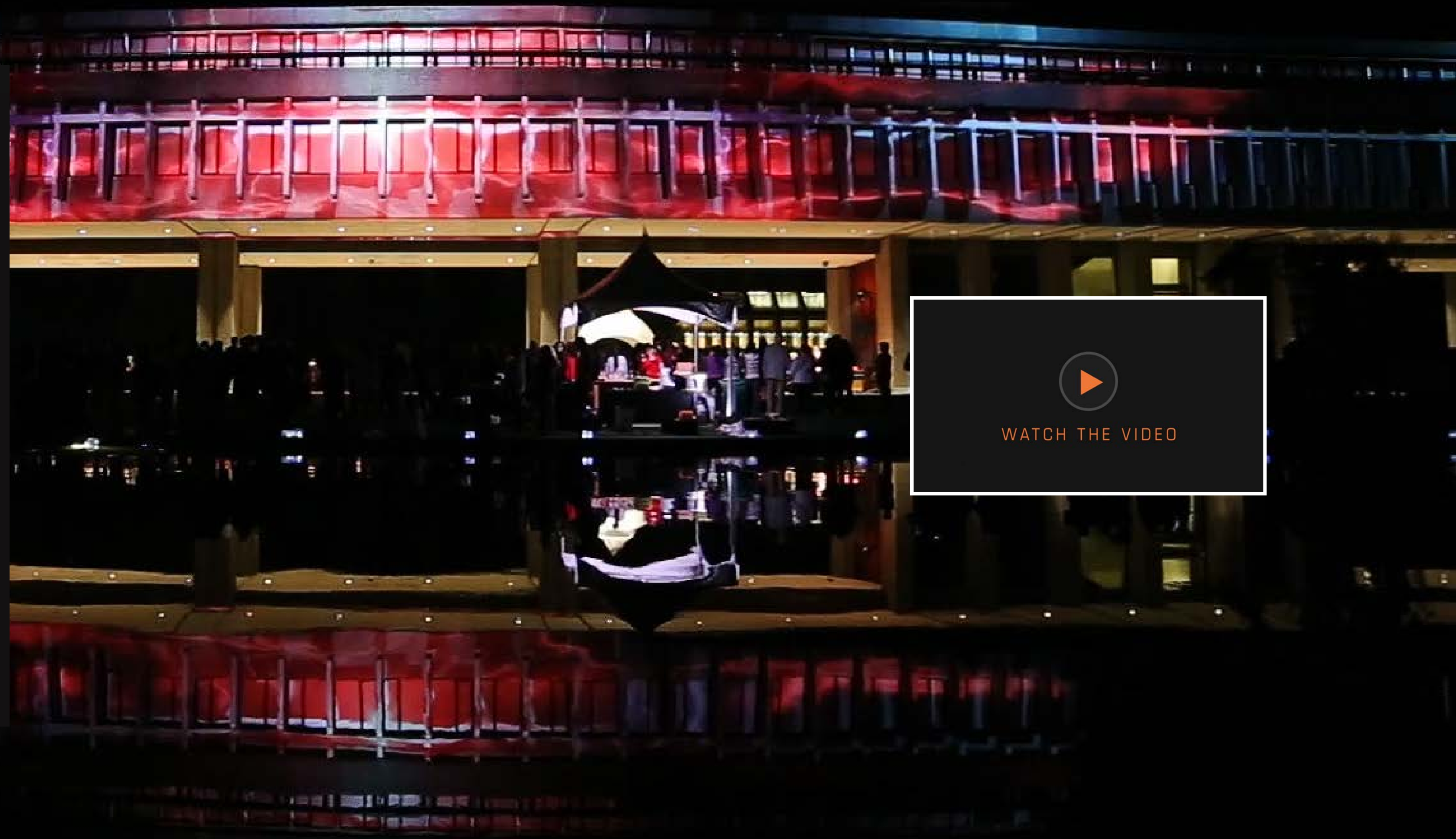


PROJECTION MAPPING

make an impact, drive engagement, be memorable

PROJECTION MAPPING

We have designed and produced projection mapping content for multiple applications including corporate events, product launches, TV and film commercials and massive brand activations. Every one of them intended to be bold and larger-than-life transformations of the existing surfaces, aimed at creating a memorable moment that people feel compelled to share through social media. We are a complete turnkey solution providing creative, technology and labor to ensure everything runs without a hitch. A picture says a thousand words, but to truly understand what we do, take a look at our mapping demo reel to the right to get a sense of the incredible #YouGottaSeeThis experiences we can create for your brand.



WATCH THE VIDEO



Brand Launches/Rebrands



Trade Shows/Corporate Events /Annual General Meeting



Movie / TV show launches



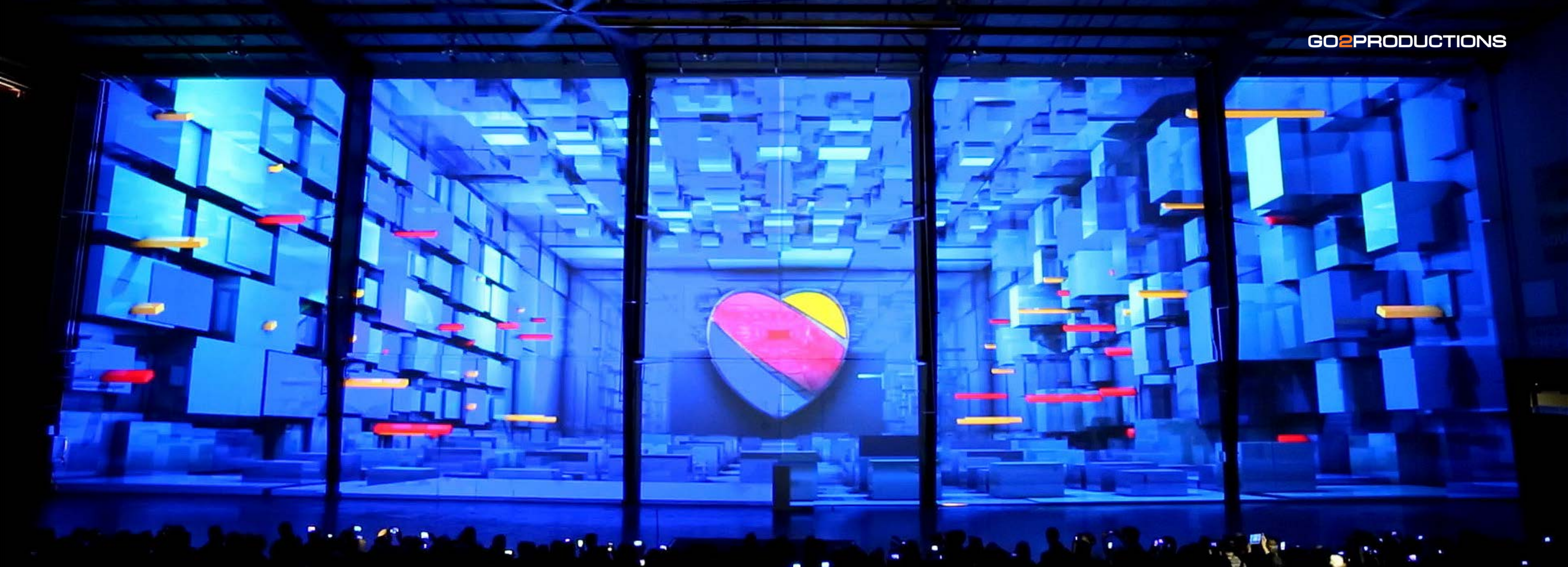
Sporting Events/Arenas



Campaign Launches



Objects/Retail/wStorefront



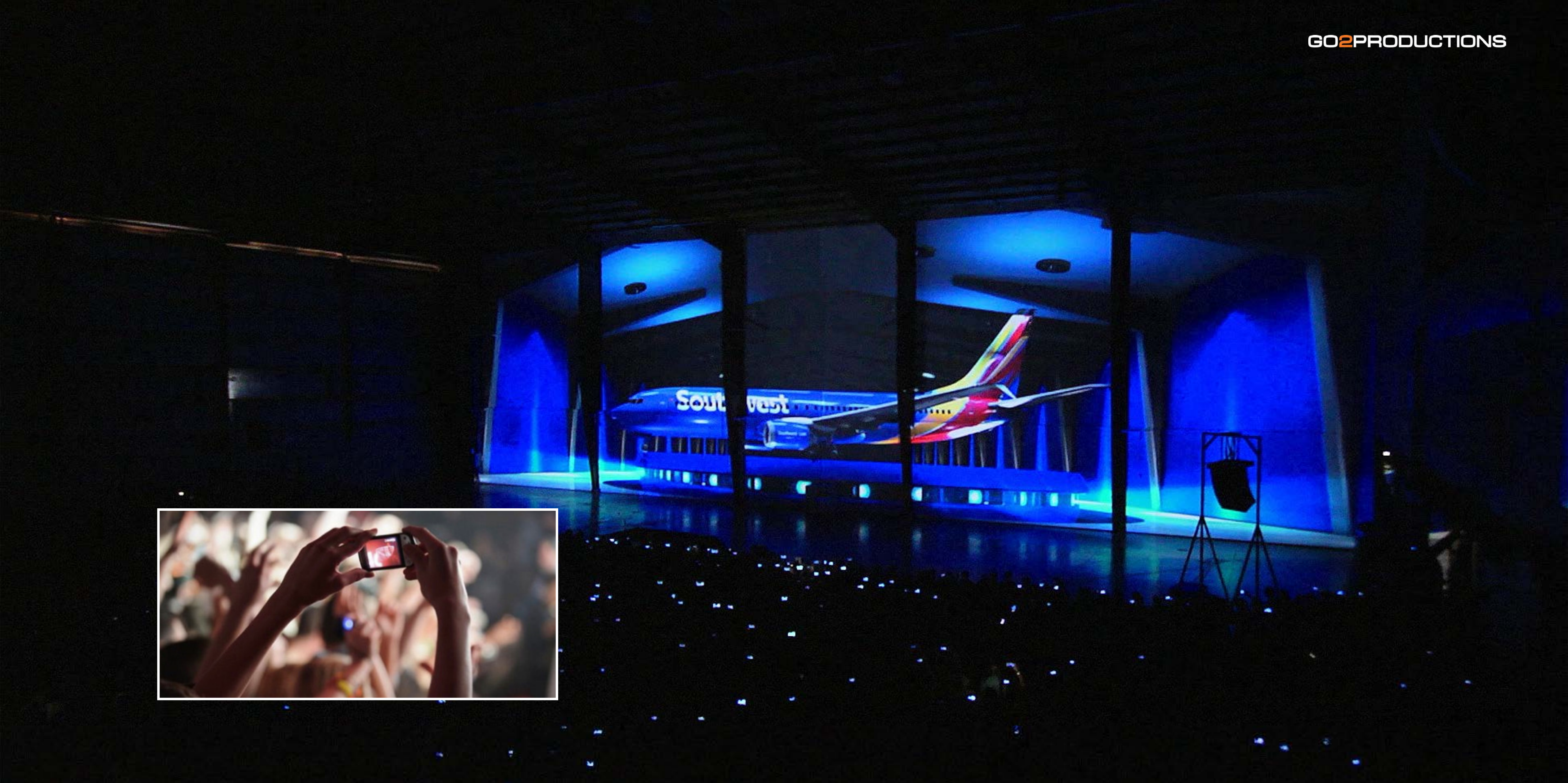
©2019 Go2 Productions Inc. All rights reserved. Southwest Airlines Rebrand Launch - Dallas

BRAND LAUNCHES

3D projection mapping is perfect for making a big splash in the advertising and media world. If you're launching a brand/product, opening a new store location or have a movie premier coming up then this is definitely the medium you should be considering. Not only does it draw a crowd, but we are able to film every installation including the set up and event night, and create an engaging and impactful video edit that then lives online, that can be used for social media and industry-related blogs to create buzz. This often gets picked up by other media channels such as AdWeek and Huffington Post etc, giving your brand even more attention. The project above shows the content we produced for the brand relaunch of Southwest Airlines in Dallas. 46,000 people viewed this experience within the first hour of the video being shown on the Southwest website.



WATCH THE VIDEO



Social Media Effect : it's BIG, it's IMMERSIVE, it's ENGAGING...I'M GONNA SHARE IT!



LARGE FORMAT 3D BUILDING PROJECTION MAPPING

July 9, 2015, Canada Olympic Excellence Day: Go2 created an 18-minute 3D projection mapping piece to celebrate the Olympic spirit in Canada and across the world. The challenge was to bring 23 storey's of the newly-minted Canadian Olympic House building to life, adorned with 3D animation, motion graphics, athlete images and Olympic memorabilia throughout history. The finale of the projection piece was the lead up to the unveiling of the Olympic rings that sit atop the building. This live event took place in Montreal in front of 55,000 people and we are extremely proud to have been part of this historical day.



WATCH THE VIDEO



©2019 Go2 Productions Inc. All rights reserved. Façade Festival 2017

LARGE FORMAT 3D BUILDING PROJECTION MAPPING

Façade Festival is an annual public art initiative and projection mapping festival organized by the Burrard Arts Foundation in Vancouver. The festival aims at creating more opportunities for people to experience art – without having to step into an art gallery. Ten artists were chosen to participate in this year's festival and they used a variety of styles and mediums for their individual presentations; each of them unique in their tone and voice. Go2 was honoured to be on board as the technical partner for the second year in a row. Our team mentored each of the artists, making sure their final presentations fit the iconic structure of the art gallery to a tee. We also tested all of their work on our in-house 8ft 3D model of the art gallery so there would be no surprises on the final day.

Go2 won a **2017 Canadian Special Events Regional Award** for our work on this project.



WATCH THE VIDEO



©2019 Go2 Productions Inc. All rights reserved. iMapp Competition 2018

LARGE FORMAT 3D BUILDING PROJECTION MAPPING

iMapp Bucharest is the world's most famous projection mapping contest and draws a crowd of over 60,000 people. Go2 was one of 10 finalists chosen to participate in the 2018 event. Our team created an original piece, which was then projected onto the Parliament Building in Bucharest – the second largest building in the world. 64 projectors were used to light up the massive facade and along with the brilliant projections from all 10 teams, there were also local and international artists and bands to entertain the mammoth crowds.

Go2's submission was called Tapestry Lumiere. Tapestry Lumiere was a colorful, abstract spectacle inspired by the patterns, colors, history, architecture and heritage of Romania.



WATCH THE VIDEO



GASTOWN PROJECTION WITH VANCOUVER METROPOLITAN ORCHESTRA

We were presented with a unique opportunity to transform a building in one of Vancouver's most iconic intersections within the historic Gastown district. The ask was to produce a projection mapping experience to accompany a set from the Vancouver Metropolitan Orchestra we called Colour of Night. We brought the neighbourhood and music to life with multiple main show pieces of building transformations and aspirational imagery alongside beautiful abstract transitions



WATER PROJECTION

make an impact, drive engagement, be memorable



AT&T WATER SCREEN PROJECTION - TWITCHCON 2022

For TwitchCon 2022 in San Deigo, we partnered with Wasserman and AT&T to create an epic battle scene in the harbour using a 120 foot wide pressurized water screen. Using water as the surface for projection creates a holographic experience that stopped people in their tracks to take in the battle. Multiple animation techniques were used including motion capture and well as a cinematic sound design to create a unique experience that brought the AT&T brand to life and captured both the audience at TwitchCon as well as the general public passing by.



[WATCH THE VIDEO](#)



IMMERSIVE INSTALLATIONS

make an impact, drive engagement, be memorable



©2019 Go2 Productions Inc. All rights reserved. Mirage - 360° Immersive Projection Room

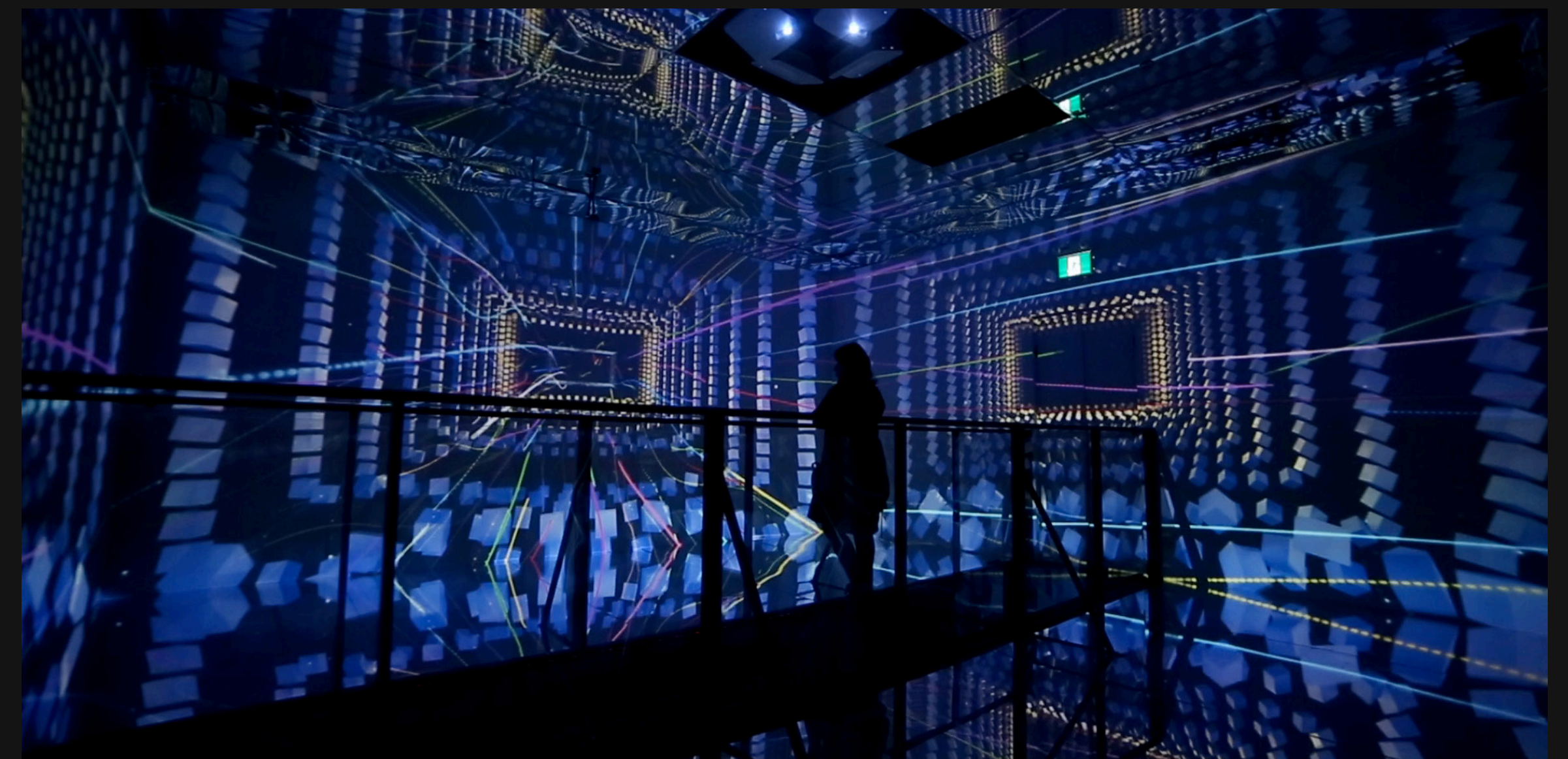
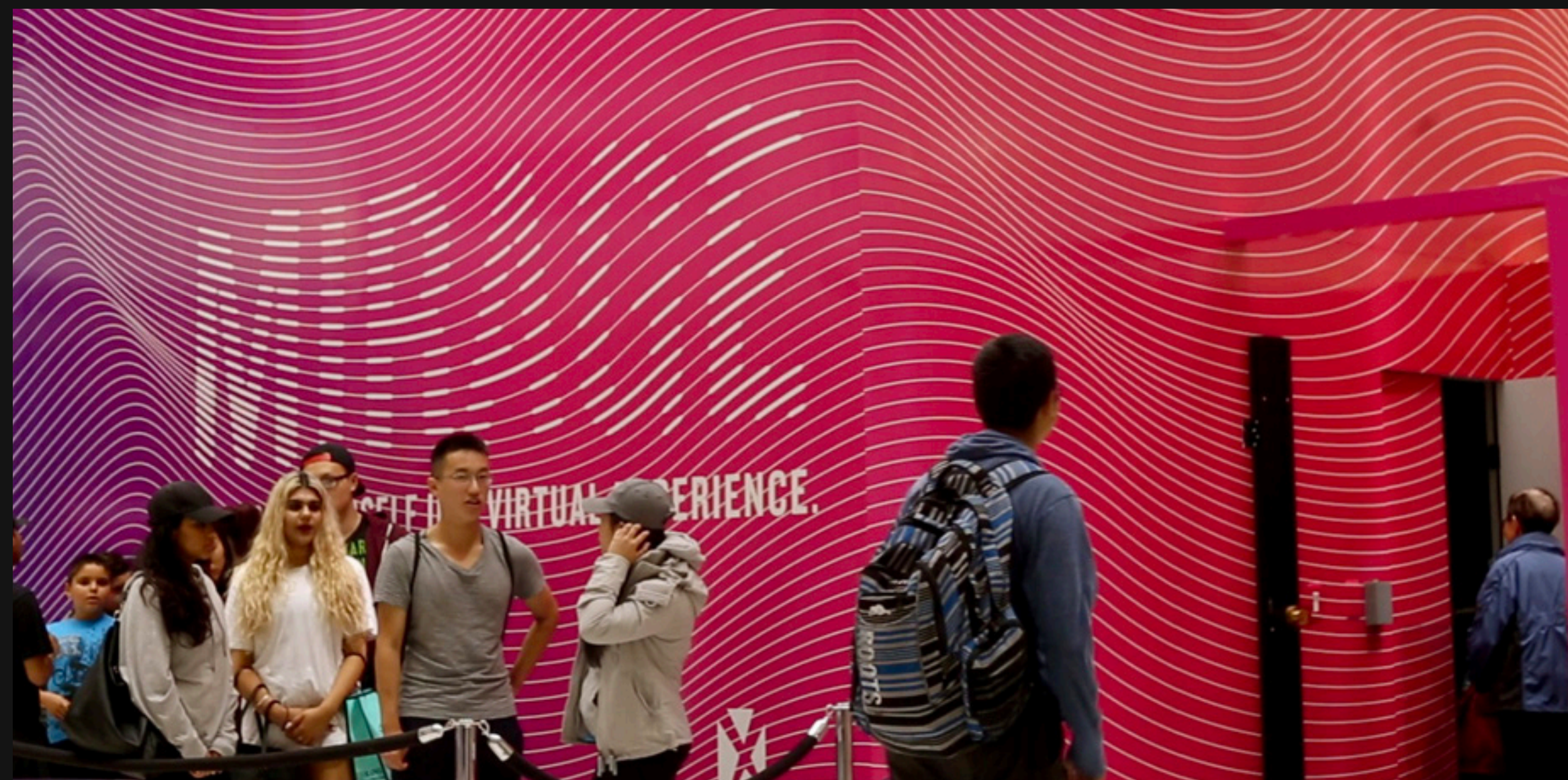
IMMERSIVE INSTALLATIONS AND DISPLAYS

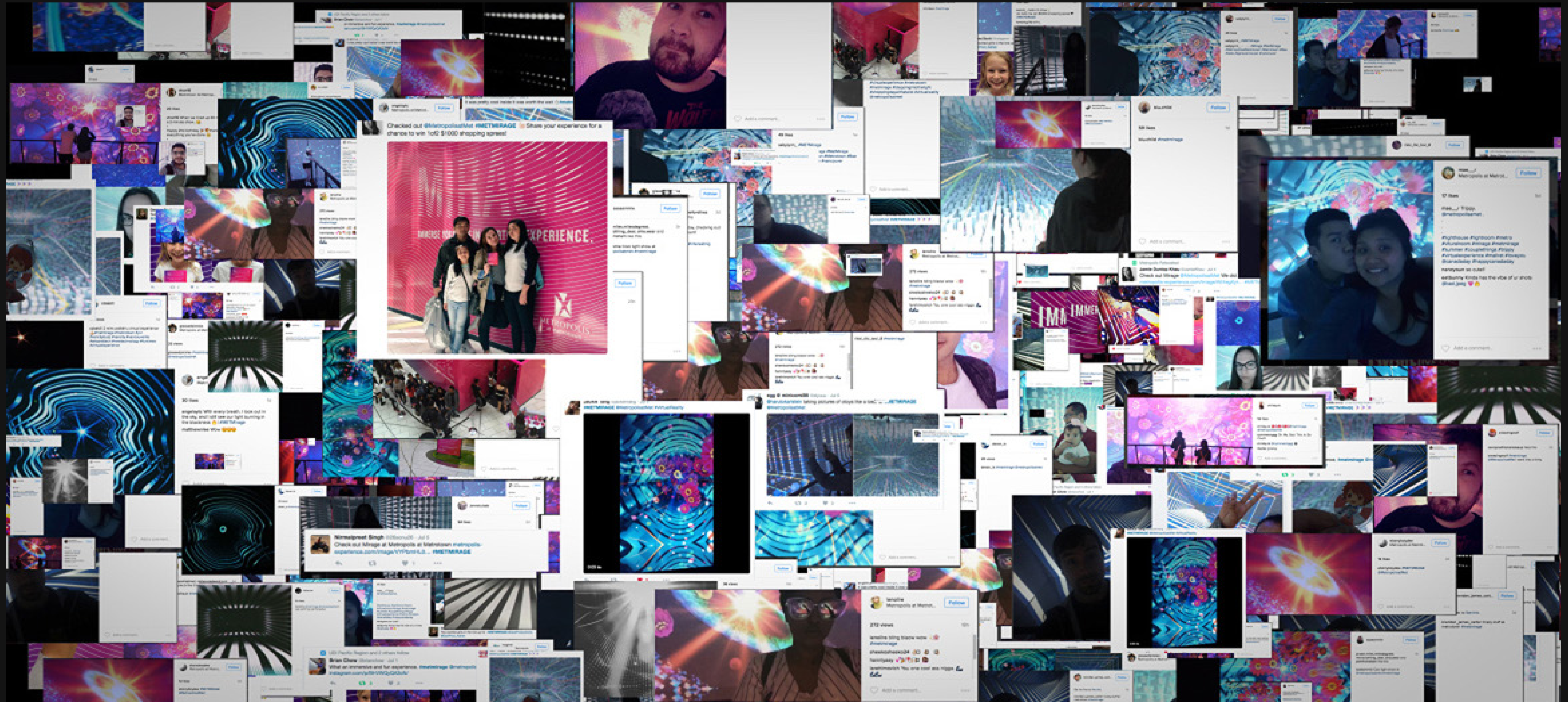
MIRAGE was an incredible 360° immersive audiovisual experience. The projected content took attendees on a journey of colourful 3D illusions and expansive transformations. The **mirrored floor and ceiling** created an all-encompassing infinity effect that greatly amplified the visual experience. The experience consisted of a 20ft x 20ft enclosure with an 11ft high ceiling, four ultrashort throw projectors and two mac pros running as synced media servers. Guests entered via a door on one side of the display, walked across a railed walkway from where they could experience a 3-minute mind-blowing experience, then exited via a second door on the opposite side. Upon exit they had a chance to post a photo of themselves from the experience, that was taken from a web cam placed discreetly inside the room. **Over 1000 people per day** went through Mirage during its 5 weeks of installation at Metrotown Mall, Burnaby BC.

Go2 won the “**Best Use of AV**” category at EventTech Experience Design and Technology Awards in Vegas 2016 for this activation.



WATCH THE VIDEO





Social Media Effect : Thousands of tweets, Instagram and Facebook posts per week

THE INFINIBAR

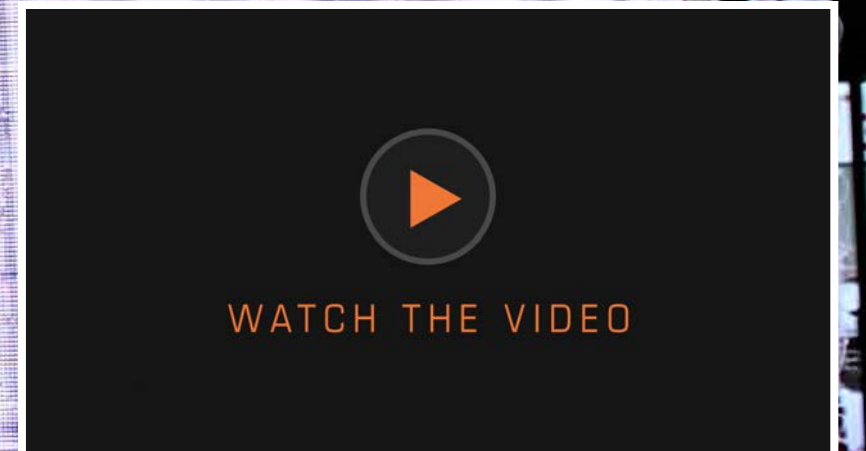
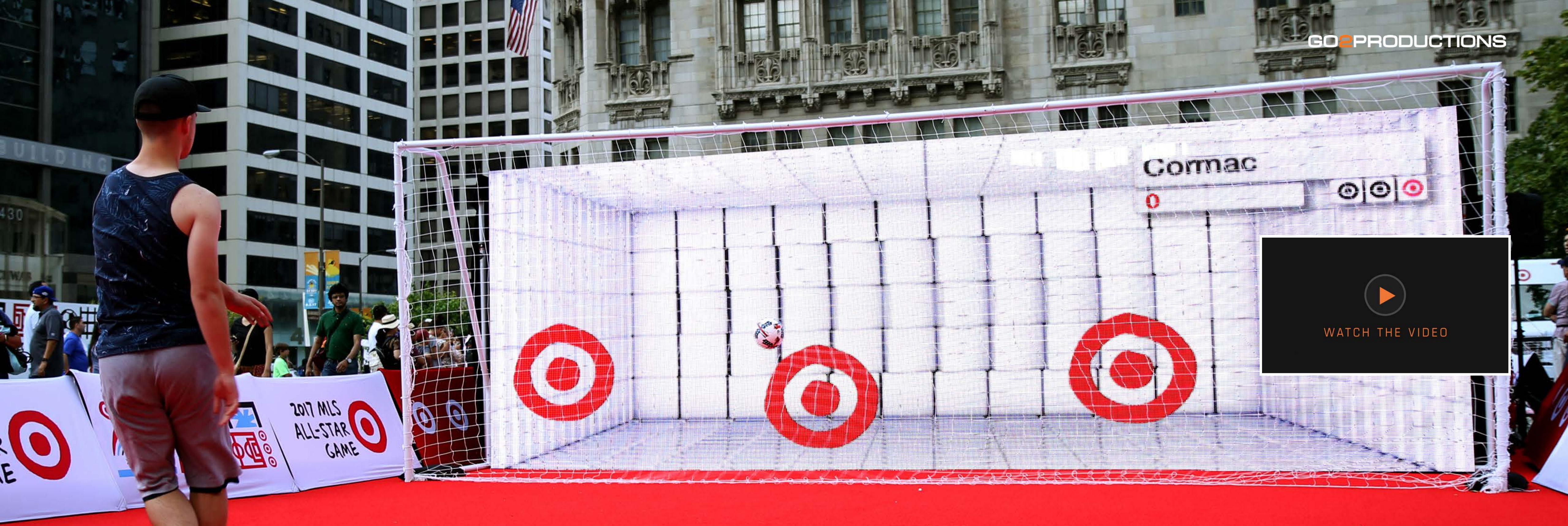
A variation of Mirage with a licensed bar . Same mirrored floor and ceiling to create the infinity effect. Mirrored bar and LED strip lighting completes a magical illusion that spans full 360° inside.





ONE OF A KIND INTERACTIVE CONCEPTS

make an impact, drive engagement, be memorable



©2019 Go2 Productions Inc. All rights reserved. TARGET - A life-size, interactive penalty shoot out experience

INTERACTIVE CONCEPTS

For the 2017 MLS street activation, TARGET asked us if we could design something interactive revolving around soccer that would work as a daytime and also an evening experience. So we created the first ever interactive LED wall using sensors and IR camera technology. A full-size goal post complete with netting was built into the design for authenticity and LED screen protection. Guests were invited to take 3 shots on goal at moving targets appearing in 3D space to try and make the leaderboard. All programming and design by Go2 included fully animated sequences and gameplay. During the evening, the experience was amped up when we triggered massive 23-storey-high building projections that reacted to the shots on goal, on the Tribune Tower immediately behind the goal across the plaza.

Special events and AGM's are a perfect location for us to create a brand experience. So we created **Games2Go™** - a range of 'event ready' brand-able games from the **Go2 Productions Innovation Lab**.

GAMES **2** **GO™**



Konrad

0



SOCCER2GO™

INTERACTIVE LED WALL



SOCCER2GO™

INTERACTIVE LED WALL



©2019 Go2 Productions Inc. All rights reserved. Football2Go™ - A life-size, interactive football experience

FOOTBALL VARIATION

Due to the huge success of Soccer2Go™, we are now in the process of converting the game into a football version. Available up to **40ft wide x 8ft his LED wall**, players will need to be quick off the mark to hit numbered targets that turn green when they are 'open' to receive a ball. Rapid moving targets with random speeds and random openings will ensure each game is always a different experience. **Fully brand-able graphics for any team or major brand.** This new design comes with a **plexiglass front** so the visuals always look stunning, rich and engaging. With all **proprietary laser scanning, coding and design**, this is the largest, most accurate 'sports based' interactive game of it's kind in the world.

INTERACTIVE THROW GAME

We're attending more live events and conferences than ever so if you want your event to stand out, a fun, hands-on interactive experience will appeal to attendees on an emotional level, making your event more memorable. Our interactive throw game is **customizable, brand-able, easy to set up** and a whole lot of fun. For the 2019 Vancouver Events Industry party, attendees threw soft balls at different types of candy that were projected onto a wall. If, during their 30 second session they hit a stick of dynamite, there was a penalty involved. This isn't a game you want to play just once. We had groups of guests trying to beat their original scores and out-rank their friends. Using a short-throw projector and a laser scanner, almost any wall or surface can easily become one of the most photographed spaces that will feature heavily on your guests' social media streams.





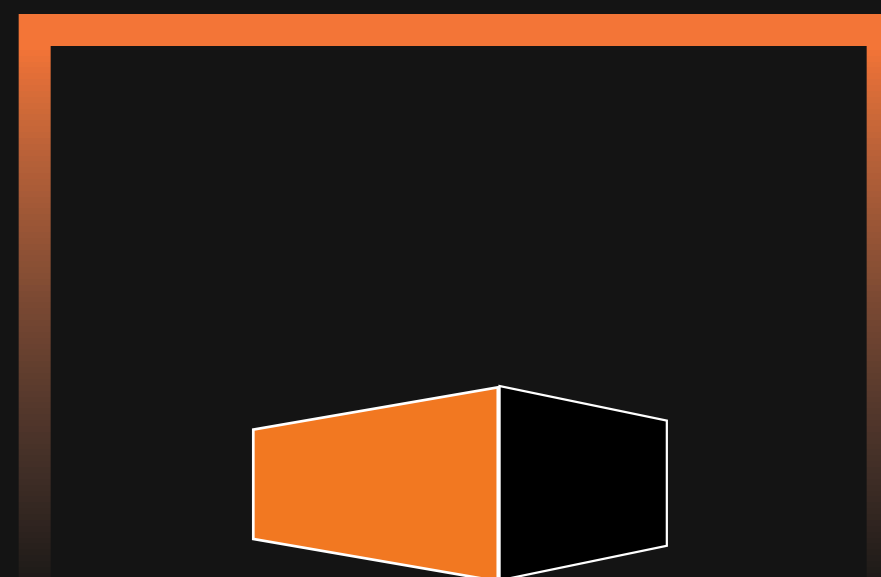
THE HIVE

The Hive is an array of **interactive tangibles** designed using biomimicry principles. It is comprised of plywood “clusters”, each of which is composed of three hexagons (13.0 cm x 14.8 cm x 13.3 cm) and houses the electronic components that regulate the interactive behaviour of the installation. Each cluster contains sensors which react to other clusters, as well as a participant’s handling of a cluster. The Hive also works well for **interactive or architectural display purposes**. For example, it could be used in a mall or restaurant, where patrons can interact with the clusters and have their pictures taken with it – it makes for a fun, unique background for pictures. It also works well as an educational piece, where bee-themed content can be paired with it.



LED SLIDE

For the 2019 Vancouver Events Industry Holiday Party, we wanted a **show-stopping feature piece** that fully incorporated the 'Willy Wonka & the Chocolate factory' theme. Our vision: a chocolate slide that guests could use to set their inner child free that also acted as a fantastic backdrop for their Instagram pics. Visuals of a chocolate waterfall were displayed on a makeshift LED stage that then ran down the slide. Go2 created the **original 3D content** for this unique LED structure and assisted with the technical specifications for the build.



FORCED PERSPECTIVE LED SCREEN CONTENT

make an impact, drive engagement, be memorable



FORCED PERSPECTIVE LED CONTENT

For the illusions to work optimally, we create 3D content designed to be viewed by an audience located at a specific position at ground level. Through precise measurement and calculation, we can recreate the scene and surface inside our 3D software, creating what appears to be a virtual volume located at the LED screen level. Then, imagining the LED as a transparent facade, we can create content that appears to be located within a volumetric area inside the building itself.





TORONTO'S YOUNGE & DUNDAS CURVED LED SCREEN

Working with Astral Media as the exclusive production house for Forced Perspective content, we have produced eye-catching spots using a sweet spot to give the illusion that certain products or elements are popping out of the screen. These unique commercials have been created for BMW, Amazon's Audibles and Campbells. The success of these spots has been widely recognized through social media engagement. The commercial for BMW specifically has been set as the standard for 3D Forced Perspective commercials for BMW worldwide.



WATCH THE VIDEO



TOUCH SCREEN DEVELOPMENT

make an impact, drive engagement, be memorable



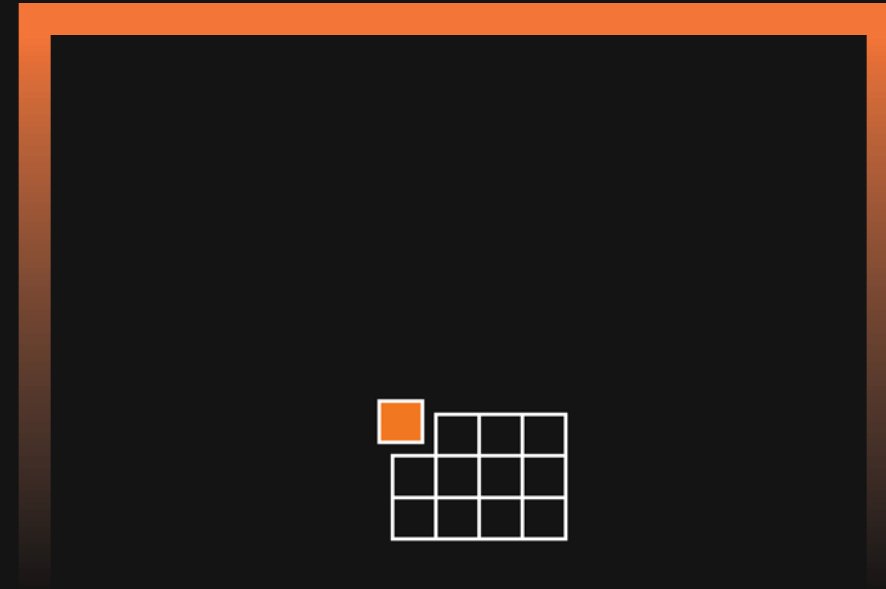
WATCH THE VIDEO

©2019 Go2 Productions Inc. All rights reserved. TELUS - Large Format Touch Game - Vancouver

INTERACTIVE BRAND ACTIVATIONS

Sometimes you need to get up close and personal for people to **engage and interact with your brand**. Special events and AGM's are a perfect location for us to create a brand experience. So we created **Games2Go™** - a range of 'event ready' brand-able games from the **Go2 Productions Innovation Lab**. This may include any number of emerging technologies from 80" touch screens, like the **Tile Game** we designed and produced above, to more elaborate **Infrared tracking, Motion Detection and Touch based installations**. Whatever we design for your brand experience, you can be sure it will be extremely **engaging, entertaining and memorable**.

GAMES **2** **GO**™



LED WALL EVENT VISUALS

make an impact, drive engagement, be memorable

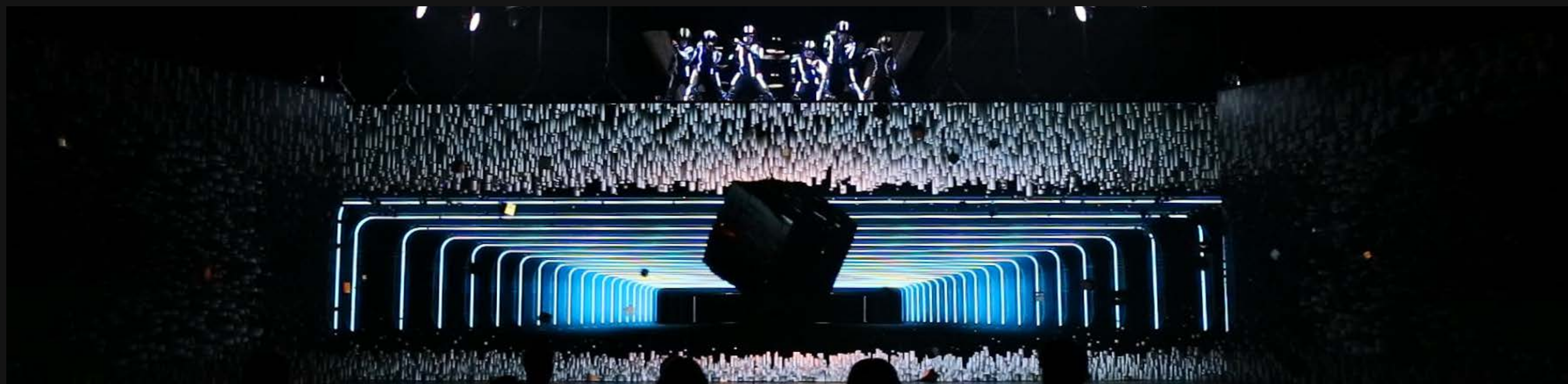




©2019 Go2 Productions Inc. All rights reserved. 100ft-wide LED wall with live dance choreography wearing synchronized LED suits

CORPORATE EVENTS, AGM'S, AWARD SHOWS

When you need to make a great impact and leave a lasting impression on hundreds or even thousands of people at an event, then our corporate events package is for you. We've created projection screens and content that spans over 200ft wide in massive ballrooms and arenas, using combinations of projection technology, huge LED walls, lighting design and live performances such as dancers and even circus professionals. Our packages include high impact animated openers, sponsor screens and animations, transitions, framing devices for IMAG and keynote presentations and many more elements, all custom designed to match your brand and look amazing. Our AV partners and in-house team ensure your next event will run smoothly with us calling the show.

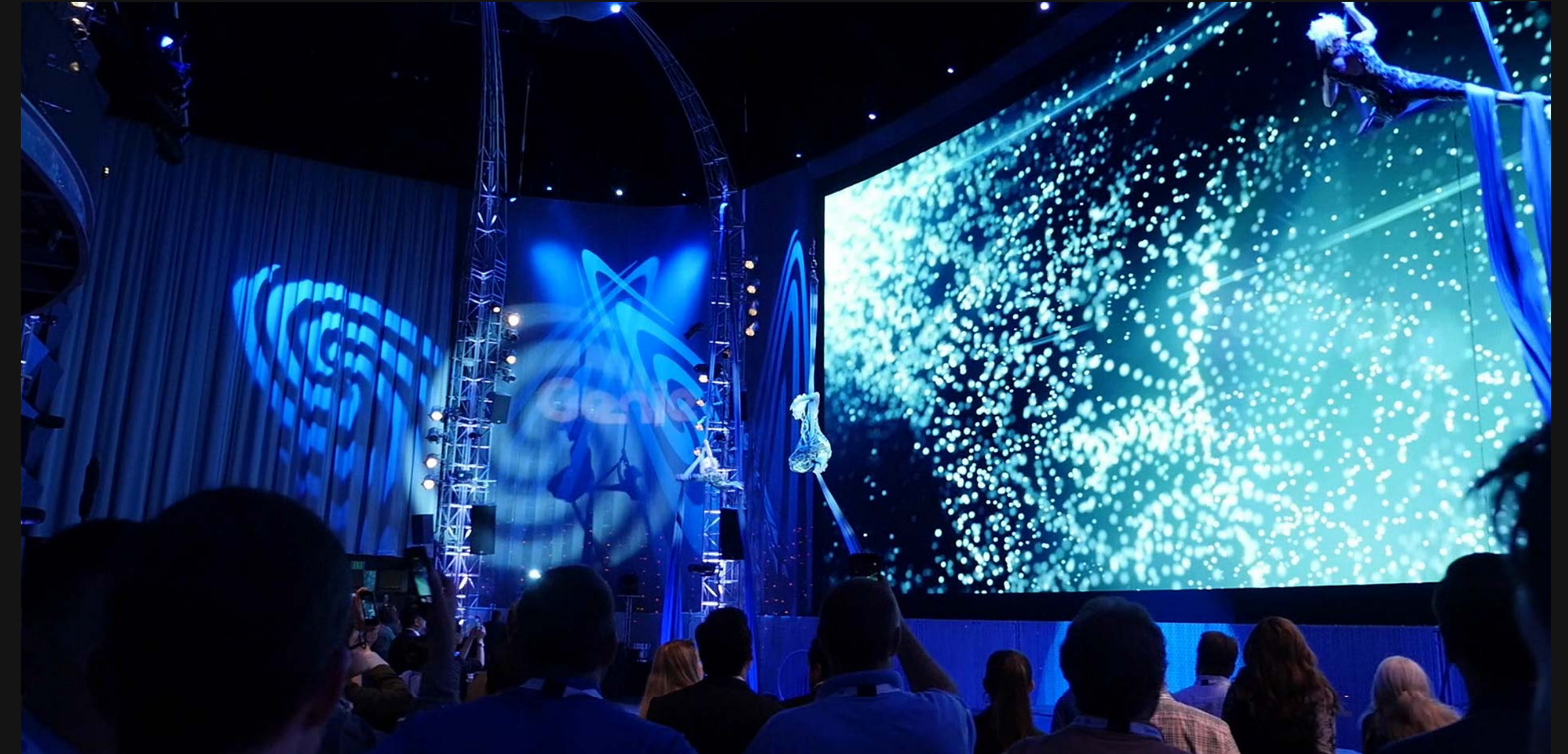
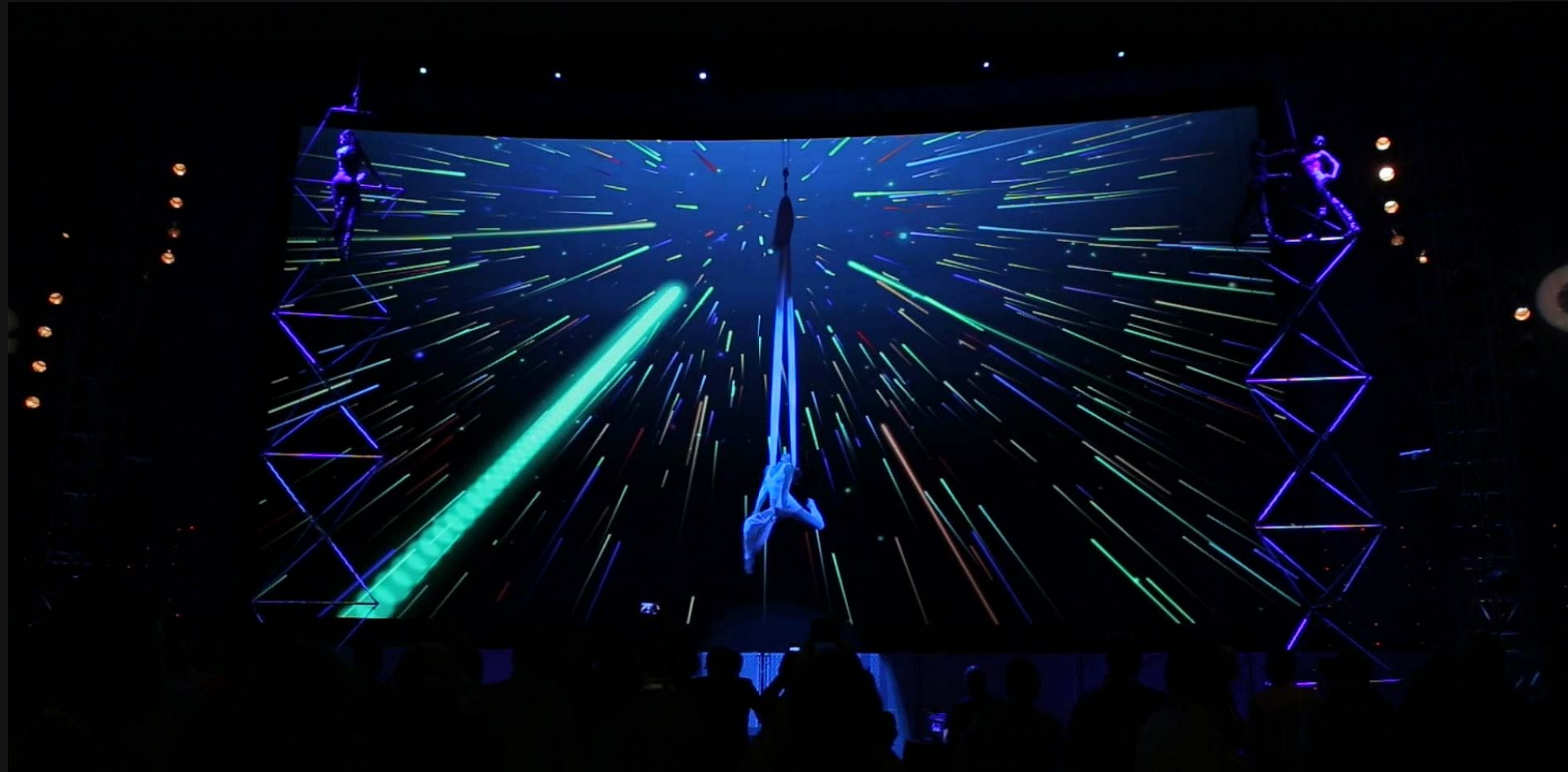




©2020 Go2 Productions Inc. All rights reserved. LED wall with customized content

LED VIDEO WALL DISPLAYS

Whether it's an iconic building development, a museum, an airport or a large retail center, visitors at these venues expect to engage with brands and the spaces themselves in unique ways. LED video wall displays are at the forefront of transforming environments into immersive experiences through digital storytelling and art. As LED tile technology advances, it becomes more cost-effective and opens up a myriad of solutions and opportunities for companies to embrace digital signage as a new way of activating public spaces. Along with using this technology comes the conceptualization and design of content to bring fresh energy, attract new audiences and create eye-catching focal points. Go2 Productions specializes in **custom content creation** for all sizes of video walls/surfaces. From designing breathtaking abstract digital sculptures to photo-realistic 3D environments, our team can transform your lobby, museum or area into a destination unto itself.





VIRTUAL TRADE SHOWS

make an impact, drive engagement, be memorable



VIRTUAL TRADE SHOWS

Virtual Trade Shows are becoming one of the more popular ways for companies to showcase their products and communicate their message quickly and effectively.

A virtual trade show is a customized and branded 3D build of your company's trade show booth/s, placed across a virtual environment where visitors can freely explore the surroundings, stopping at booths to further engage and learn about products. Virtual trade show booths can be built upon an existing design or a newly customized one. These environments re-create the feel of a physical event, where you have a wide range of customization options at a lower cost. Interactive and informative tools can be included to allow real-time communication and information sharing.



Virtual trade show booths allow you to amplify creative strategies for attendee engagement, give you an opportunity to include product demos, videos, 3D animated branded content for virtual LED walls and holographic displays, downloadable content, and digital brochures including clickable/interactive displays. With proper planning, content generation for your virtual trade show booth can then be used for future physical trade shows and/or digital website content.

Creating your virtual trade show booth will bring together a wide array of unique and innovative methods to connect with prospects, increase your global audience and help generate valuable leads for your business.



RETAIL INSTALLATIONS & STOREFRONT

make an impact, drive engagement, be memorable

RETAIL INSTALLATIONS

The retail space is something we are very interested in creating unique experiences and activations for. From interactive window displays to highly engaging in-store magic! Mannequin projections combined with high impact wall projections, allow us to display an entire range of clothing in the same space that a traditional mannequin could only display one item. Combining projection mapping with in-store displays can not only draw people to that product, but also educate them further through informative content and interactivity.



Mannequin Mapping & Wall Projections For Retail



WATCH THE VIDEO



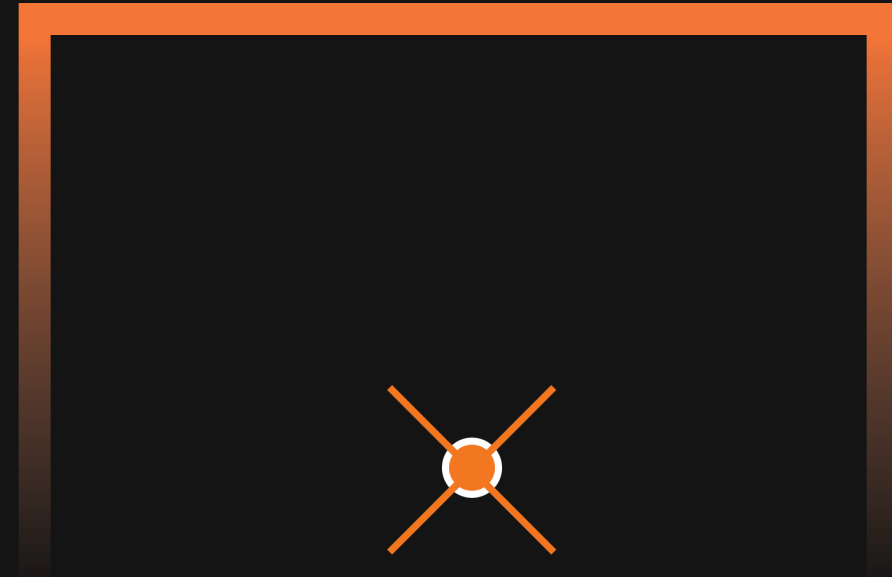
Projection Mapped Running Shoe



Dynamic social media driven storefront display

RETAIL - STOREFRONT INSTALLATIONS

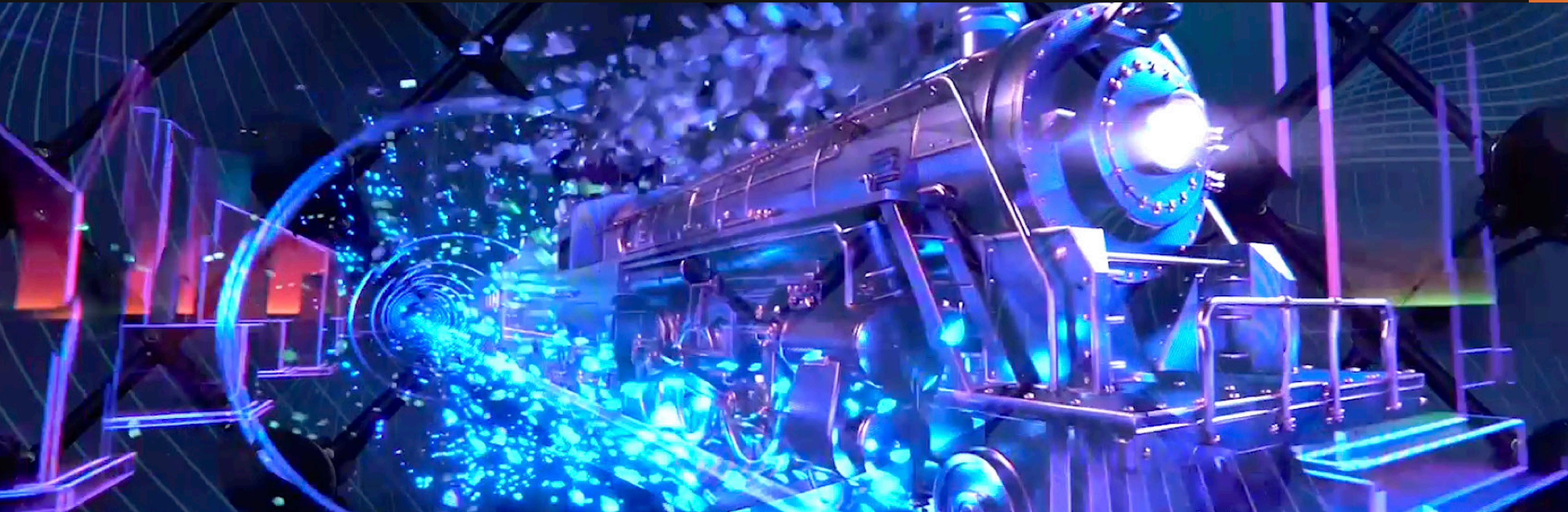
An artistic combination of technologies can create stunning dynamic displays for retail and make them extremely successful for social media. The idea shown above uses an array of iPad's or tablets that are programmed to display grids of Twitter comments and Instagram images pulled from the brand's live feed. Each image is then arranged according to saturation and brightness to form the brand logo across the whole array. The result is that the brand logo is constantly alive and evolving with up-to-the-second imagery. People can literally stand in front of the display and upload a picture of themselves with a specific hashtag and see their image instantly appear in the display. The surrounding cube artwork is rear projection mapped onto special material with high-gain color reproduction, giving a near LED wall quality to the animated graphics.



HOLOGRAPHIC DISPLAYS for events, retail and booths

make an impact, drive engagement, be memorable





Holographic display wall

HOLOGRAPHIC DISPLAYS

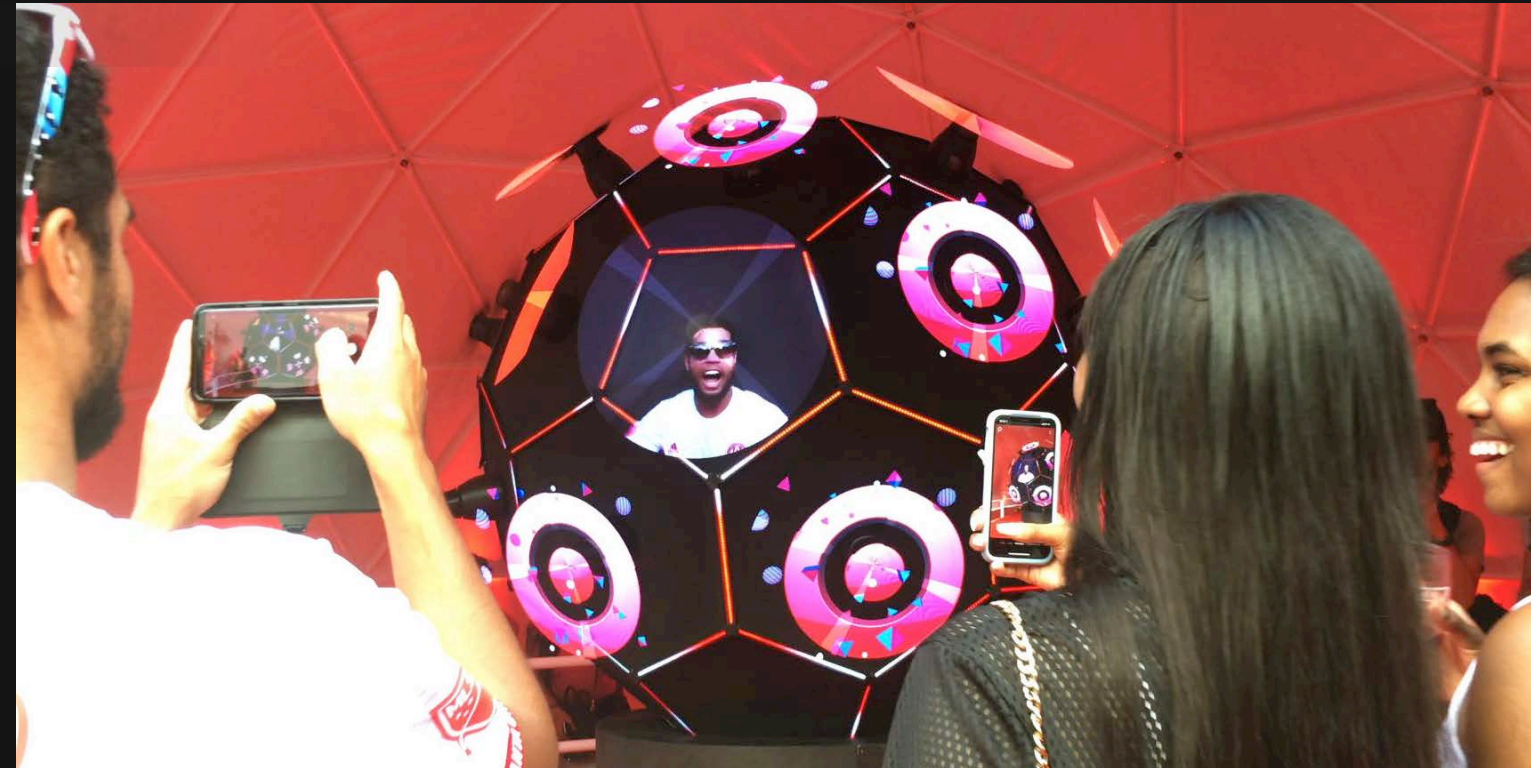
The latest in holographic displays - HYPERVSN units can be used as stand alone displays or combined as a matrix of multiple units to make a holographic wall. They are incredibly bright so they work equally well in the day time as they do in low lit areas. **Go2 is an approved vendor and reseller of the technology**, and we are also an **approved content provider for HYPERVSN** - ensuring your content always looks its best and is designed to maximize the holographic effect.

We are also the only production company trusted by HYPERVSN to create **nontraditional holographic displays** using this technology. More details on the following pages.

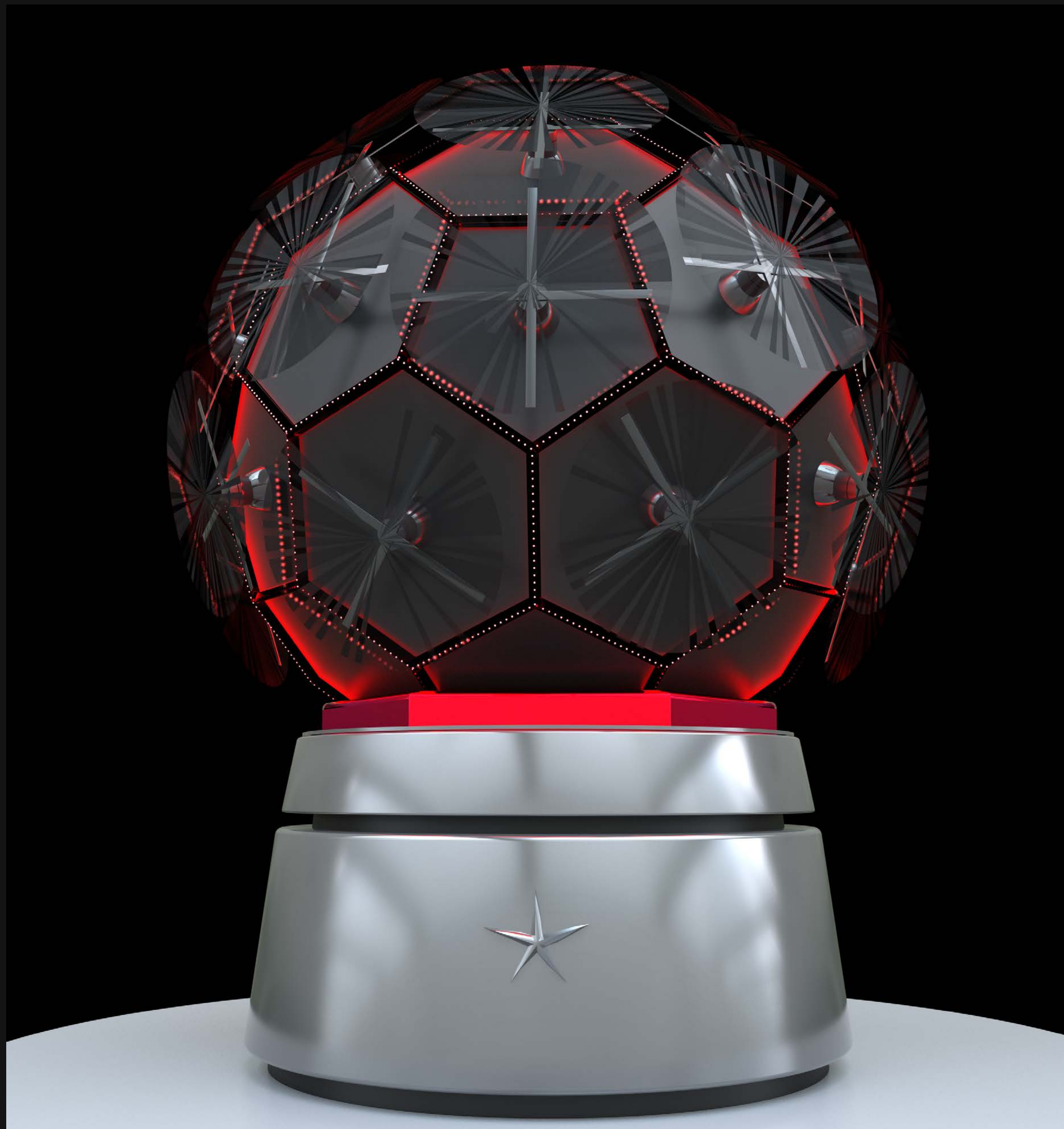
THE SPHERICAL HOLOGRAM

TARGET wanted something designed that revolved around their soccer partnership with MLS. They wanted an eye-catching installation that had never been done before, that also incorporated a selfie booth experience. We designed and fabricated the worlds first spherical holographic display, made up of 24 synchronized holographic units, with 90 sound reactive RGB LED strips. The project required extensive R&D working with the brand new holographic technology and required our team to work directly with the hardware's SDK, to custom code what was needed to achieve the selfie booth functionality.

The results were stunning - four-second videos of the guests were shot and uploaded directly to the central unit in less than 60 seconds. This project really shows the capability of Go2's R&D lab and creative team for achieving the most ambitious of projects.



WATCH THE VIDEO



DESCRIPTION

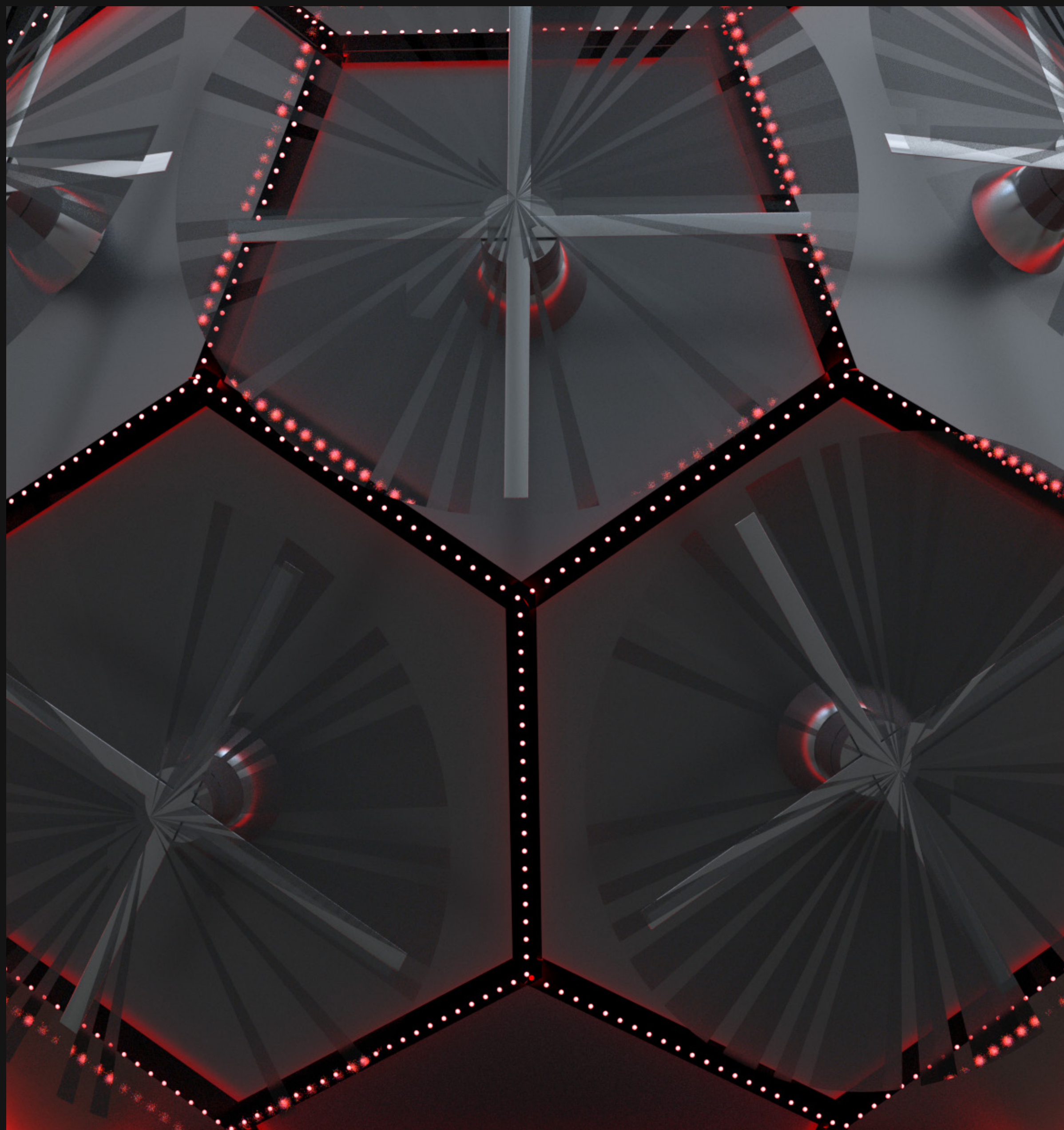
THE SPHERICAL HOLOGRAM WITH PROGRAMMABLE LED STRIP LIGHTING

The **WORLD'S FIRST** spherical hologram.

A truncated icosahedron structure constructed from a blend of steel plating and aluminum, to form a 3m-wide digital soccer ball. Each facet of the structure will have a HYPERSN unit attached centrally, using a total of 24 units to form a full spherical hologram, with ultra HD imagery appearing to float around the spherical structure.

Below the HYPERSN units, running along each edge of the matrix of hexagons and pentagons, will be a network of multi-coloured LED strips, that are fully controllable and able to sync to audio. The result will be a neverbefore-seen, fully programmable spherical hologram that oozes branded content in ultra HD resolution.

Each HYPERSN unit is securely fastened to the centre of each facet using the recommended bracket. The power for each unit runs inside the sphere and down to the power bistro built into the base. A remote computer, conveniently located in Back Of House, runs the HYPERSN SDK software, allowing a technician to remotely control all of the content on all of the devices. This means we can switch content on the entire sphere instantly from the control laptop, or even control content on every single HYPERSN unit individually.



LED STRIPS

PROGRAMMABLE RGB STRIP LIGHTING

The RGB strip lighting is networked and fully programmable, set into a channel that runs along each edge of the geometric shapes that form the sphere.

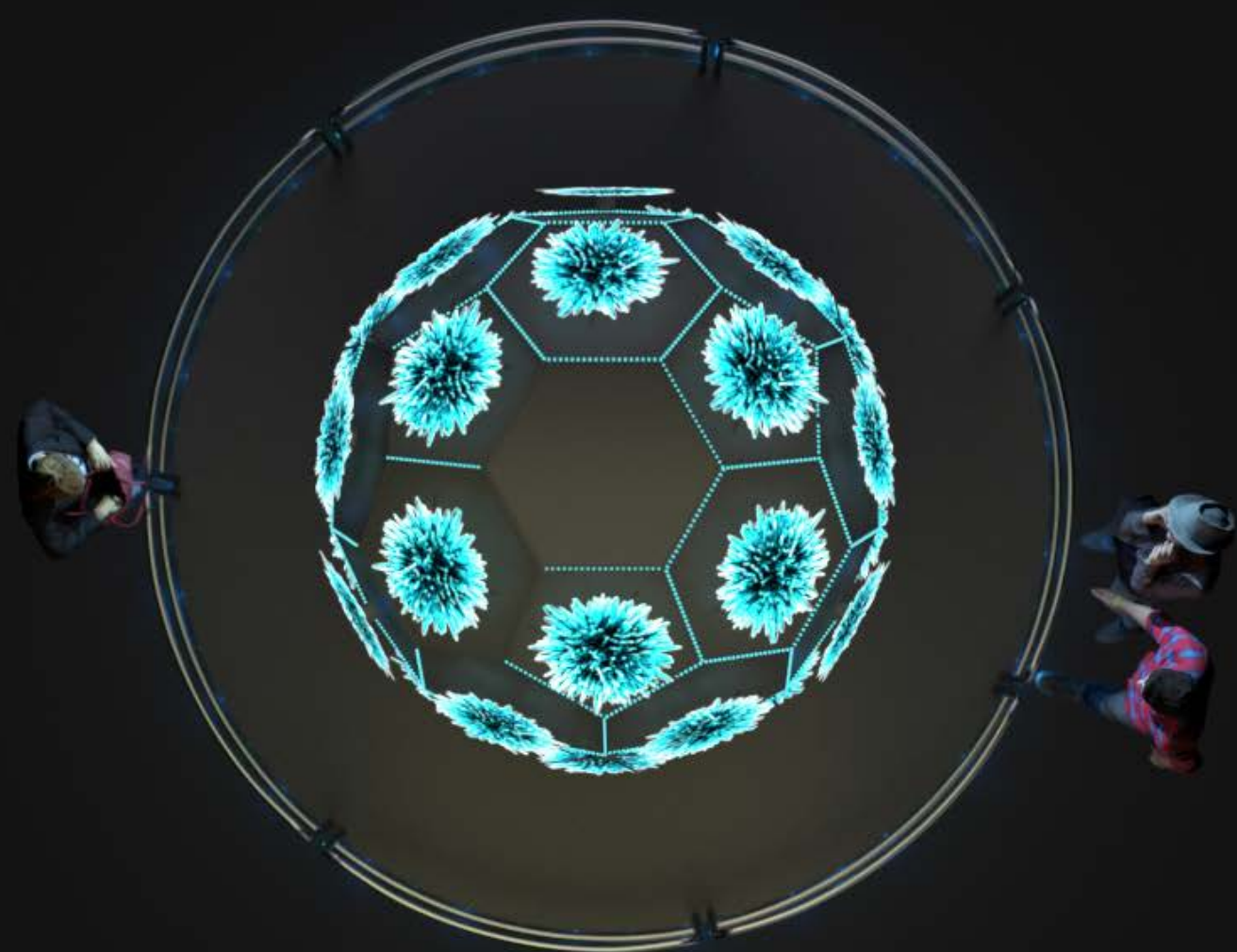
Part #APA104 digital intelligent RGB LED strip

The LED strips are beautifully finished with a smoked black semi transparent plastic cover, that hides the LED pixels when they are not illuminated, but allows the light to shine through when they are turned on.

Each hexagonal and pentagonal facet is powder coated with a near black matte coating, preventing reflections from the outside environment. This matte powder coating allows the light from the HyperVSN units to be completely uncluttered, appearing rich in colour, brightness, contrast and saturation.



WATCH THE VIDEO



SPECIFICATIONS

A TRULY IMPRESSIVE VISUAL INSTALLATION

Illustration showing the scale of the HYPERVSN Sphere.

Structure Height With Base: 11ft

Structure Width With Base : 12ft

Holographic Spherical Image Width : 6.5ft

Controllable RGB LED pixel count : 45 pixels per foot

Total Controllable RGB LED Strips : 90 strips

Total Controllable RGB LED Pixels : 4050 pixels

Total Hexagons : 20

Total Pentagons : 12

Total HyperVSN units : 24

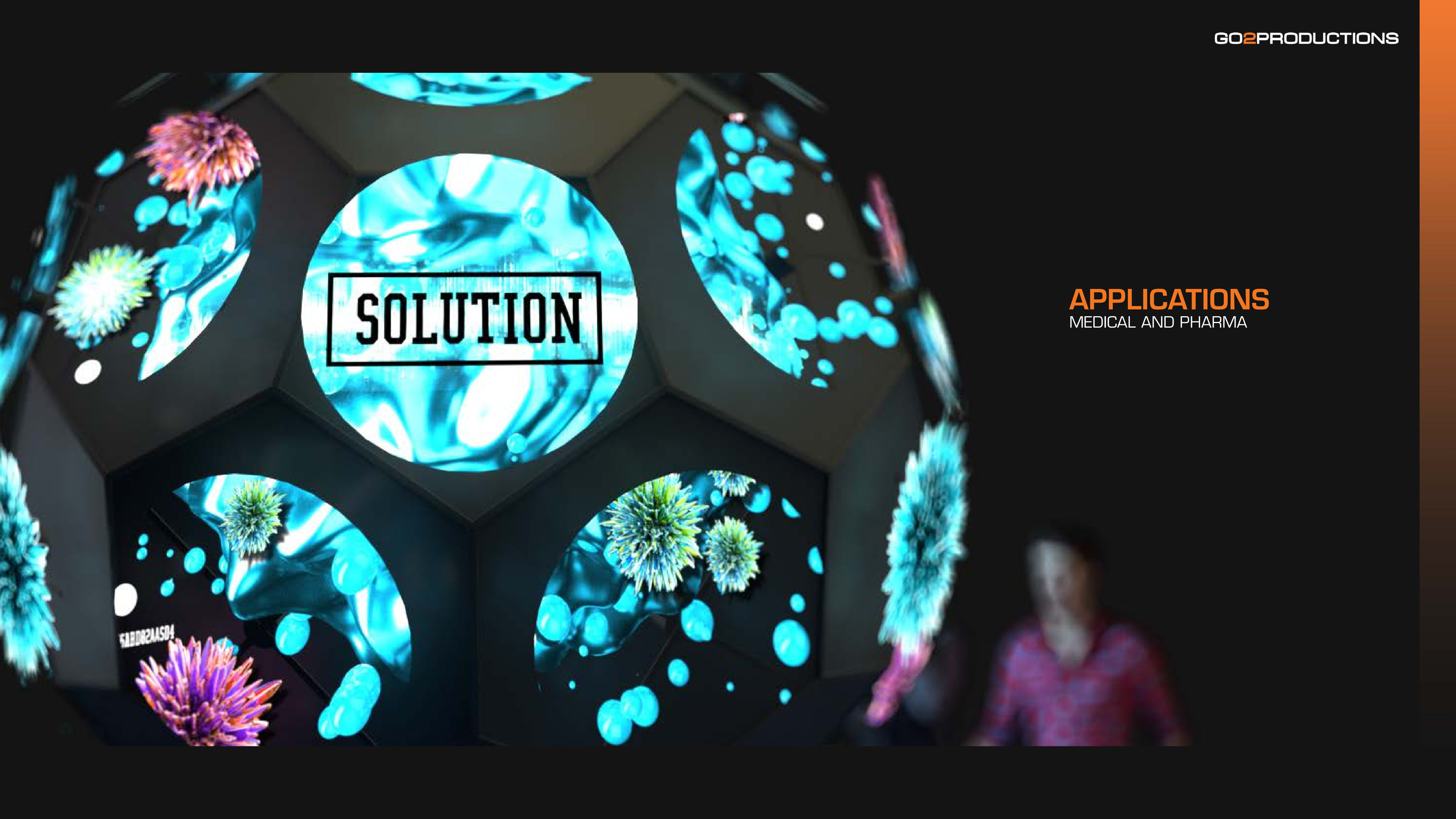
HyperVSN Resolution : 880 x 880 pixels per unit

Total Holographic Pixels : 446,054,400 pixels

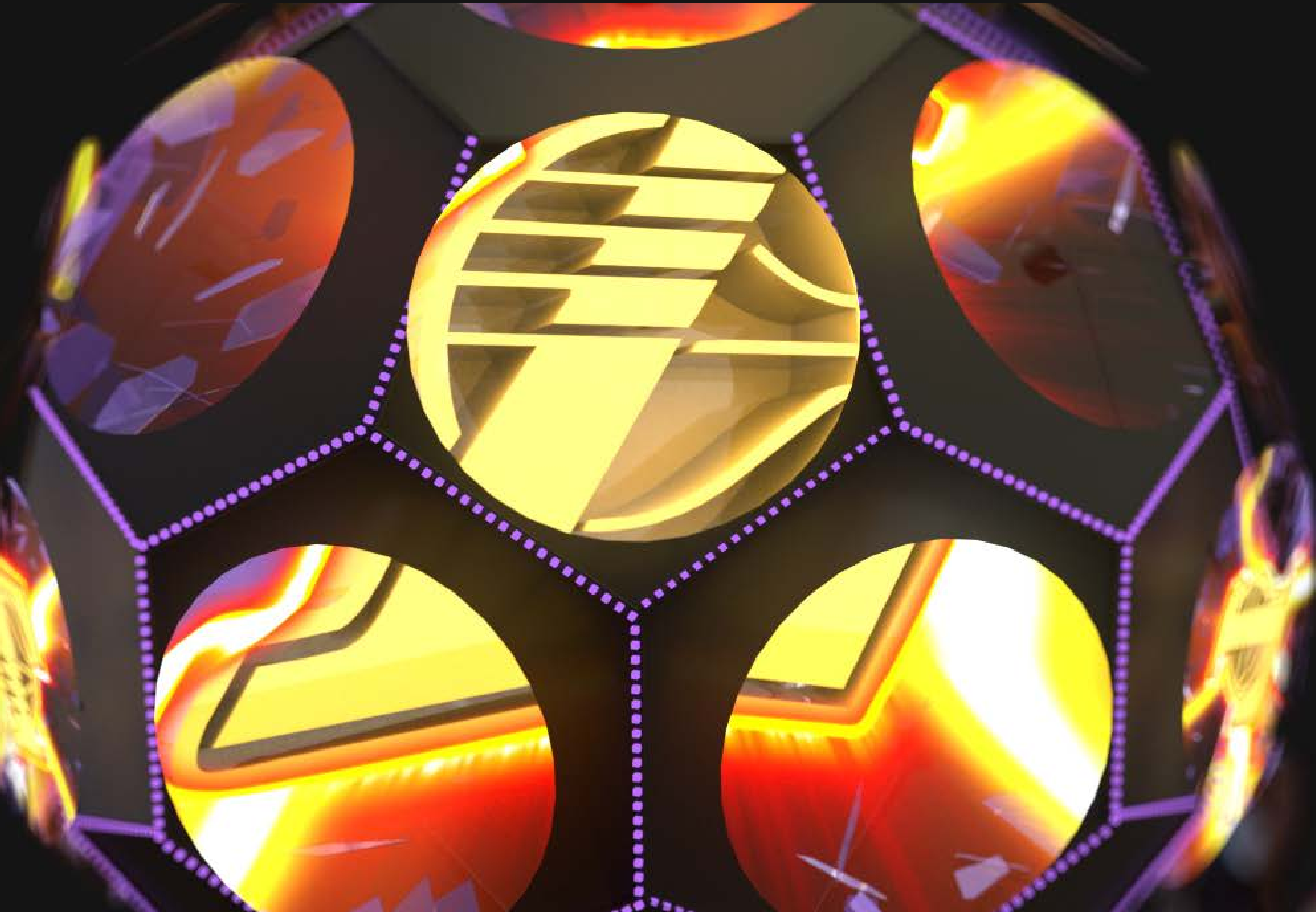
Comes with circular 6" high base risers with white powder coated steel railings (not shown in this render).

SOLUTION

APPLICATIONS
MEDICAL AND PHARMA



APPLICATIONS
SPORTS AND ARENAS





HOLOGRAPHIC FURNITURE | Somewhere Over | ILEA Christmas Event

HOLOGRAPHIC FURNITURE

We've also designed and built a range of holographic furniture - 4ft x 4ft coffee tables and holographic bars for events and brand activations. These units can be preloaded with animated holographic content to gain attraction and engage an audience. Content could range from simple 3D logo transformations to messaging or simply pure magic.



HOLOGRAPHIC DISPLAY | Mars / Wrigley | Mall of the Emirates, Dubai

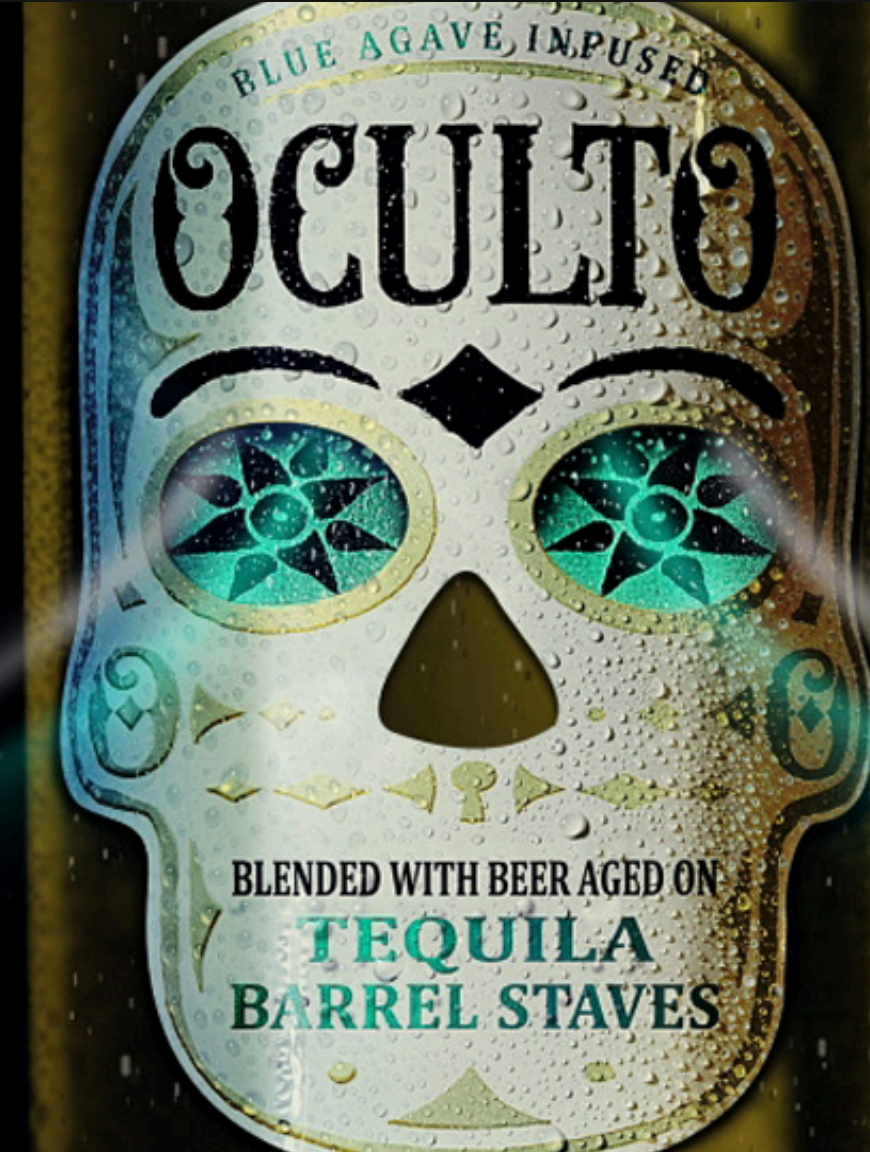
HOLOGRAPHIC DISPLAY BOXES - MARS / WRIGLEY - DUBAI MALL OF THE EMIRATES

We've also been working with holographic display boxes for retail and events. As part of a unique concept called Chocolate Factory 2.0, we installed holographic display boxes and simulated X-Ray screens into a mall in Dubai. We even created custom FlipDot Display boards for messaging and a branded interactive projection game on the floor of the aisle.





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WWW.GO2PRODUCTIONS.COM



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CAUGHT IN CAMERA FX for commercials & film

make an impact, drive engagement, be memorable



AUDI Q7 | A Projection Of Greatness | TV Commercial

CAUGHT IN CAMERA

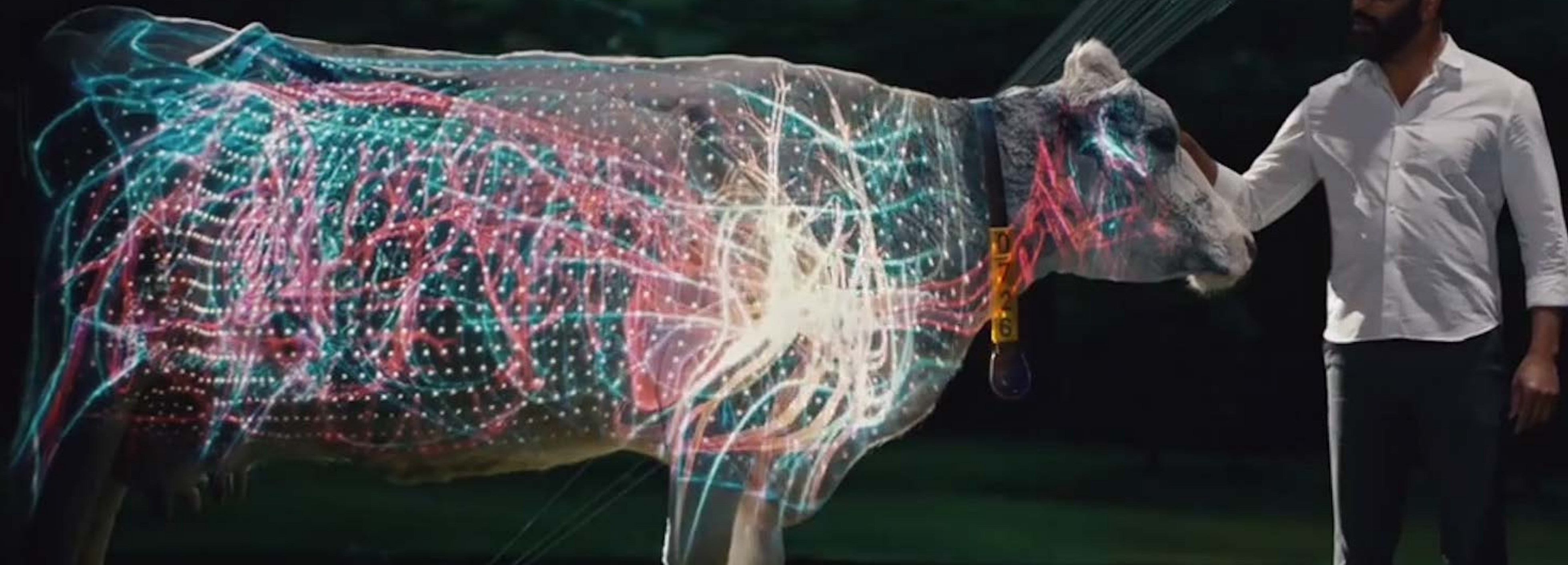
For the production of Audi's new Q7 commercial, we spent 4 nights on top of Fortress Mountain in Alberta, 7500ft above sea level, pushing the limits of technology in harsh conditions to achieve a never-before-performed illusion - create a car made of light that appeared to be racing up a snow-covered mountain. After weeks of R&D and testing in Whistler BC, we came to a point where we were confident we could achieve the results we needed to make the illusion look great for the cameras.

* **No visual effects were added to the commercial.** Everything you see actually happened during filming, using custom projection technology and was all Caught In Camera.



WATCH THE VIDEO





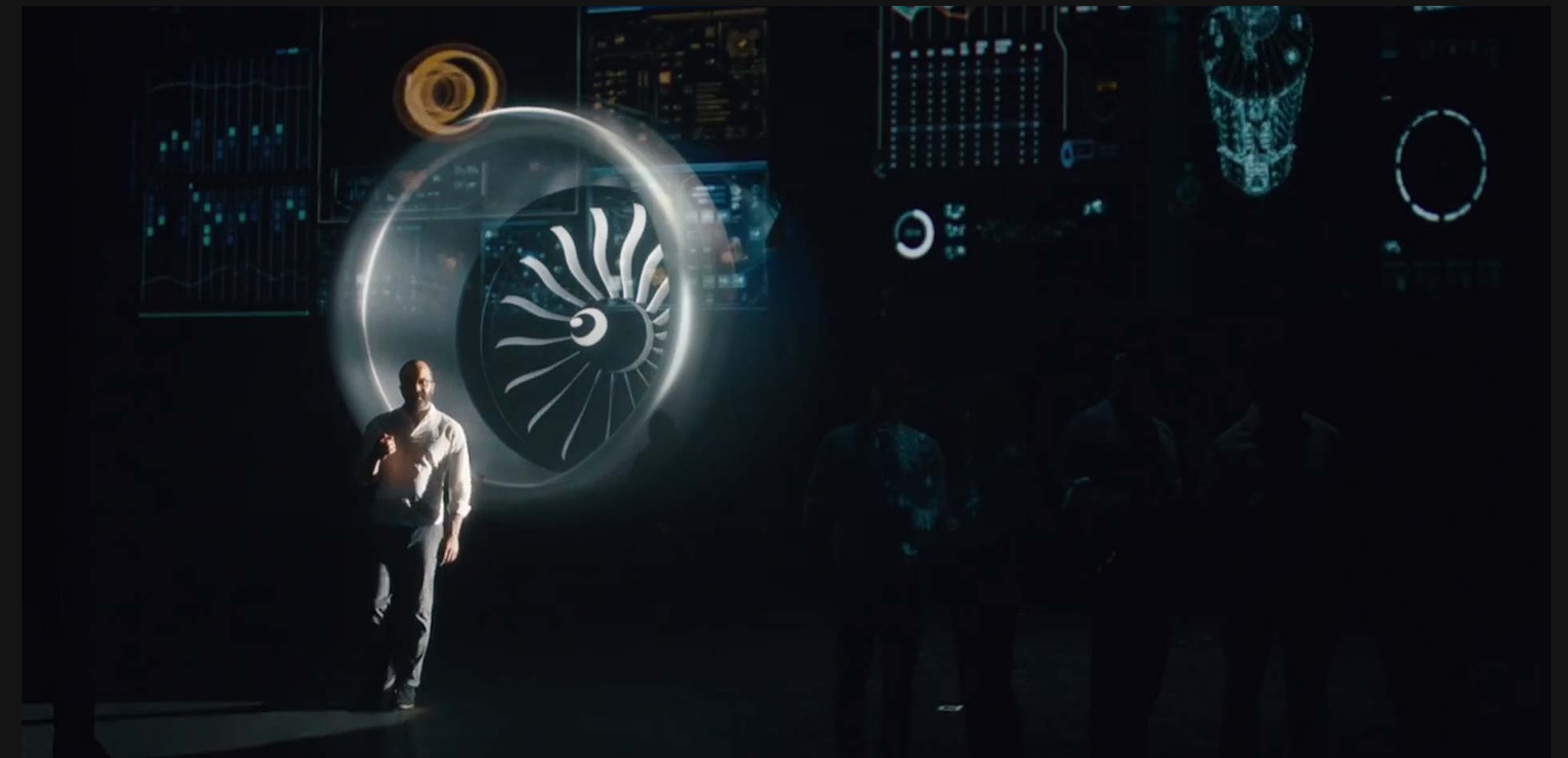
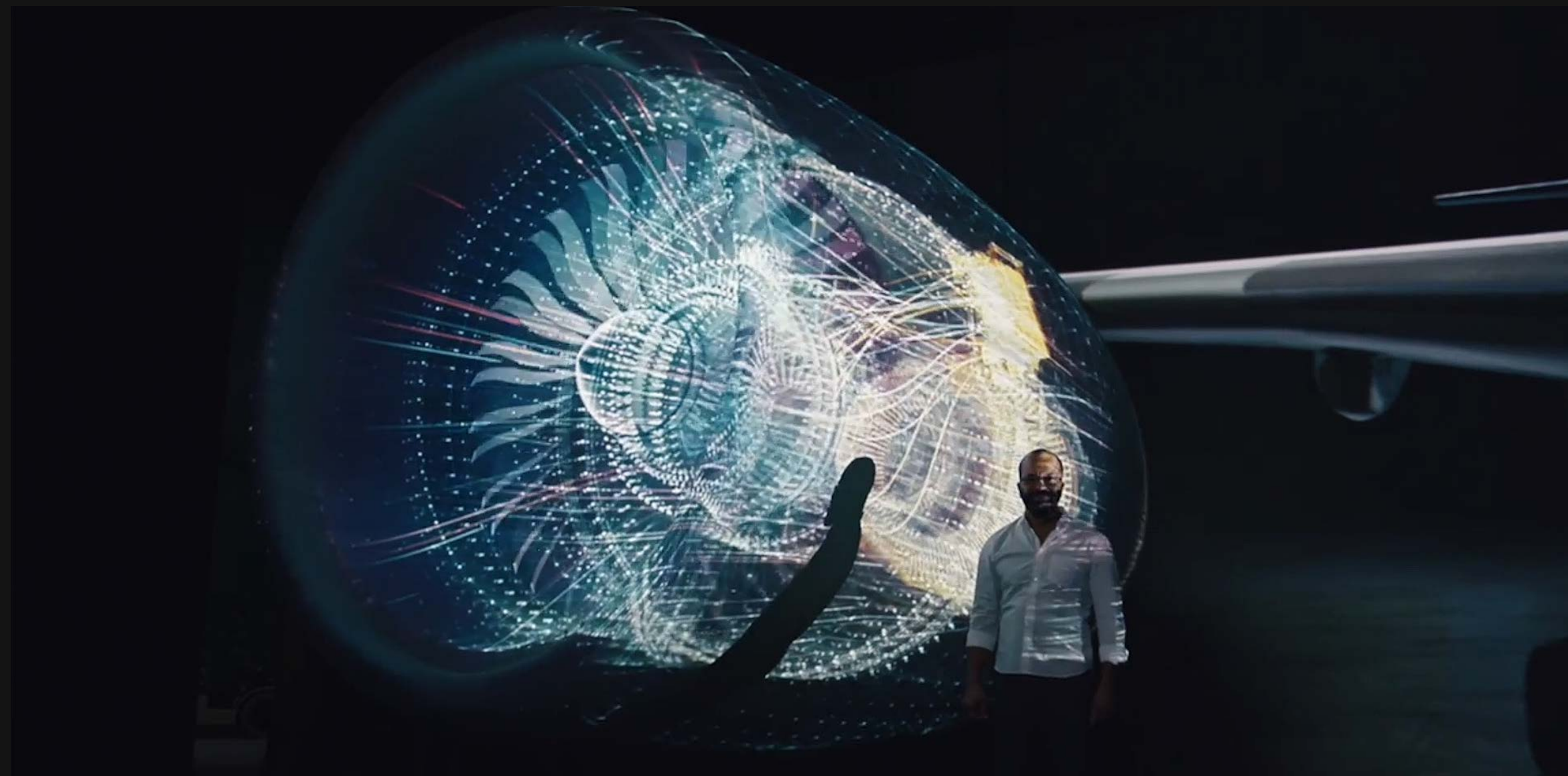
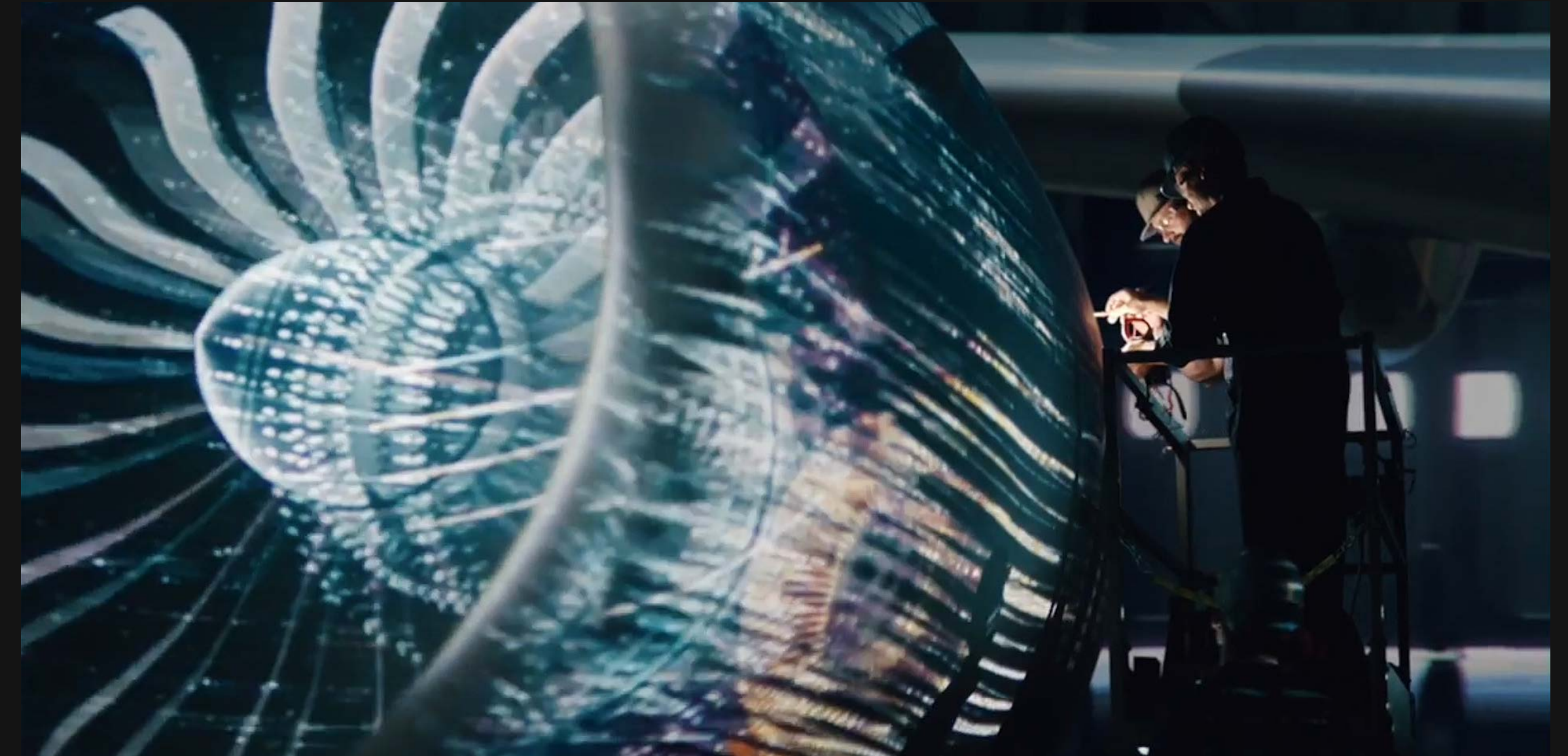
DELL | Magic | TV Commercial

CAUGHT IN CAMERA

For the production of Dell's Magic commercials, we spent 4 days in a studio in LA, projecting onto 18 different surfaces, ranging from transparent holo gauze, to a near full size jet engine prop, we even projected onto a live cow - called Molly!

All projection content was mapped using a D3 media server. Transparent holo gauze screens combined with projected content were creatively used to wipe between scenes and reveal hidden actors.

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Interactive Gesture
Tracking Projection



Interactive LED Tunnel



Interactive Mirror Tunnel



Projection Mapping "Arena"



Touch Screen Display

EXPERIENCE SYNCRA

Syncra is a custom created immersive walk through experience, including several interactivity zones utilizing holographic displays, projection mapping, LED light and mirror tunnels along with dozens of touch screen displays. Explore Syncra city by engaging with a variety of ways to activate and engage with each interactive zone.



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THANK YOU

GO2PRODUCTIONS
changing the way people experience the world

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