

ELEKS Google Glass Experiment: Real-Life Digital Sports Project

Google Glass

Mobile App

Web Platform

Award-winning Promo Campaign

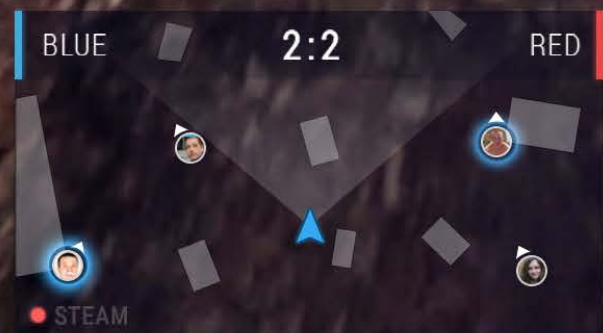
Industry

Entertainment, Sports and Gaming

Challenge

Applying new technologies to the business environment is always a challenge. Wearable technology is no exception. You have to consider limitations like battery life, small screen sizes, and raw development platforms.

Pushing the limits of that technology makes it even more difficult. The ELEKS Google Glass Experiment sought to meet those challenges by demonstrating a digital sports reality platform and exploring parallel business applications.



Solution

With ELEKS Google Glass Experiment, we re-imagined sporting experiences, like racing, paintball and parkour, in a fully immersive digital reality.

Think of a mobile app where players can accept invitations, see the game progress and chat with each other. Google Glass would be used to help a player start the race, invite friends and track progress. The web platform has extended capabilities of personal account management, friend activities tracking, and watching stream videos online.

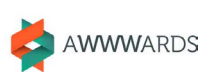
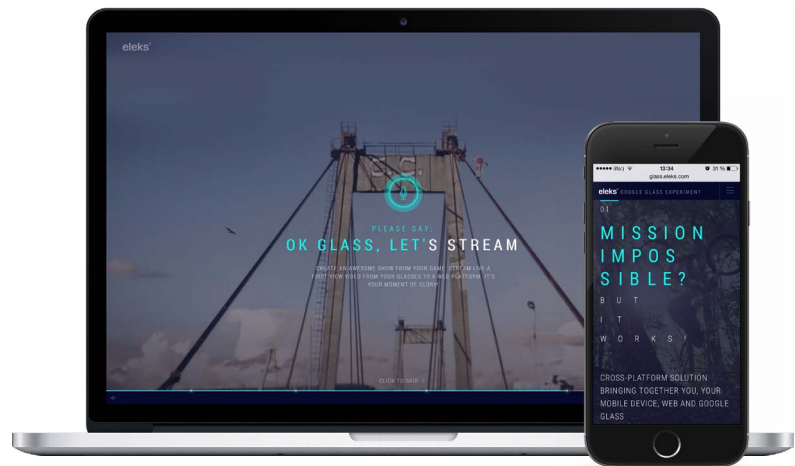
Benefits

The ELEKS team thoroughly explored the technical capabilities of Google Glass using a real-life use case. It also served to uncover opportunities for wearables in different industries. By combining cutting-edge technologies with creativity and strong visual design, the project raised brand awareness for ELEKS and the company's digital proficiency.

ELEKS Google Glass Experiment received industry-wide recognition, proved by the leading design awards.

Web Promo

To showcase the concept features and the entire experience, we designed a promotional website and a thrilling interactive video. The site allows anyone with a microphone to operate video via simple voice commands and simulate the Google Glass experience. It also creates interactive parallax effects in voice interaction moments.



Results

40K

Unique visits per month

20+

Leading design awards

7times

Selected as site of the day

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