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HP AT PANORAMA MUSIC FESTIVAL

HP sought to help active millennials see how versatile HP devices will help them make the most of their entertainment.

The result was a game-changing partnership with Panorama Music Festival that has re-defined the category by becoming the FIRST EVER FESTIVAL to place an emphasis on linking technology with music, art and technology in revolutionary ways. Immersive technology, multi-sensory art installations and an engagement strategy that touched several generations catapulted HP's Panorama Festival investment.

As millennials, press, artists, festival-goers and other attendees gathered upon Randall's Island Park in New York City to witness the inaugural Panorama Festival environment laden with HP technology infused installations, the message was clear that HP technology is inspiring and enabling young creators to do things they could not have done before.

HP's presence at Panorama was divided into two spaces — The Lab and the HP Lounge. A number of HP technologies were behind the experiences, including HP workstations and Intel technology, displays, tablets and laptops.

The HP Lab served as a brand experience "playground." Outside, an interactive façade live-wired with generative projection-mapped content of fluid dynamics, microorganisms, data driven interactions, and living systems for the 28,000+ visitors that awaited their chance to interact with the integrated HP product wonderland.



In the Lab, HP demonstrated the capabilities of its brand's innovations through eleven (11) immersive art installations powered by HP products while making the art the star of the show. Each installation was strategically collaborated with local NYC ambassadors including architects, design studios, graphics creators, and artists.

Upon concluding their Lab artist installation experiences, festival goers moved into the game-changing environment of The Dome.

The Dome was a fully immersive, 360° 4k HP video arena that surrounded attendees in a soul-shaking experience that stood as the exclamation point on an already unbelievable journey. Numerous art studios worked with HP Workstations to produce 45 minutes of original content that included unique motion design, engaging graphics and dynamic illustrations to create a fully immersive audio and visual dome experience.

In addition to the high-tech, high-art world of possibilities in The Lab, HP activated the HP Lounge, an engagement zone for HP devices where attendees could have more hands-on, use-case interactions with the brand's offerings — like creating and printing (live) their very own temporary tattoos with Sprout by HP, and a 360-degree photo pod called My Tiny Planet, which captured images vertically from the top and incorporated green-screen overlays of topics, sites and images selected by participants that mattered in their lives.

HP achieved record results, market share, impressions and social engagement from the Panorama partnership activations and collaborations.