



#digital #interactive #newmedia

GREAT GONZO STUDIO

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STUDIO CREDENTIALS



ABOUT US

Great Gonzo Studio focuses on software engineering and integrated campaigns with new media. We have started in 2011 as a small software development production, now we have become a full circle production studio with a cross functional team of professionals, who are able to solve any case of any complexity. Beside of AR, VR and Multi-touch software, we develop web sites and mobile applications, video production, ready to use interactive solutions for events.



HOW WE WORK

■ FAST

We can solve complex projects in short time, because we don't need to search for team members.

■ HIGH QUALITY

We achieve high quality by controlling every part of the process inside the studio.

■ RESPONSIBLE

During six years we have opened four new departments and realized more than 150 projects and will keep growing.

■ ACCURATE

Our team and staff take training course in new media and know all the process, from technical requirements – to editing of 360 video.

■ CREATIVE

Our team includes artists and designers from fashion industry. We collaborate with Conde Nast Digital, cinema and art festivals.

■ GLOBAL

Our management is English speaking and experienced with collaborations in the USA, Europe and Asia.

■ REASONABLE COST

All works are produced in our studio, so we don't need to overprice the budget, because we don't use subcontracts.

CLIENTS



SERVICES

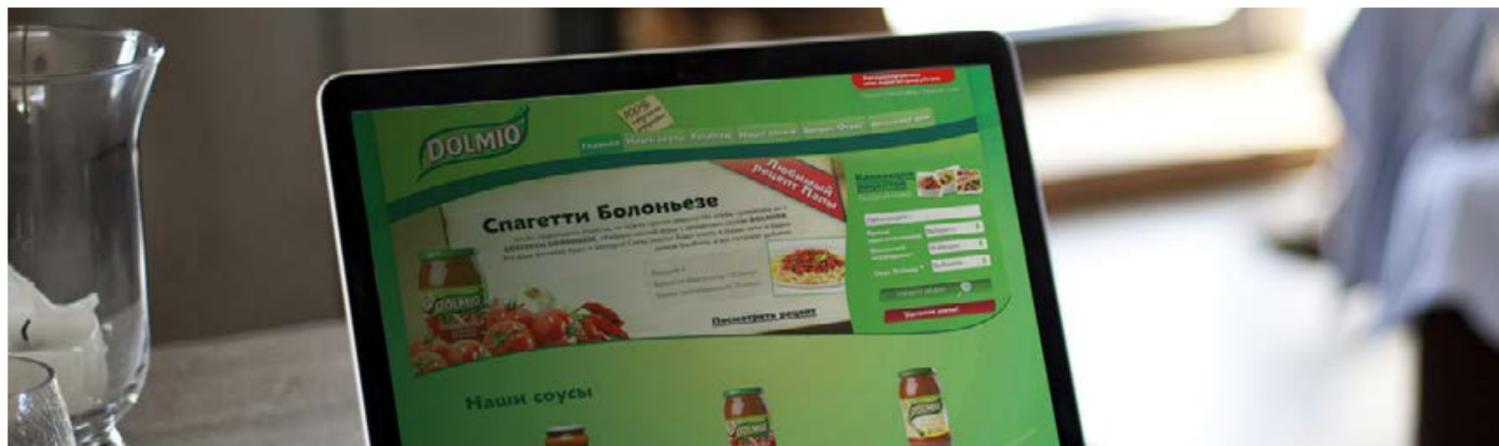
■ VR | AR Development



■ Mobile and Software Development



■ Web Development



■ Video Production



PORTFOLIO

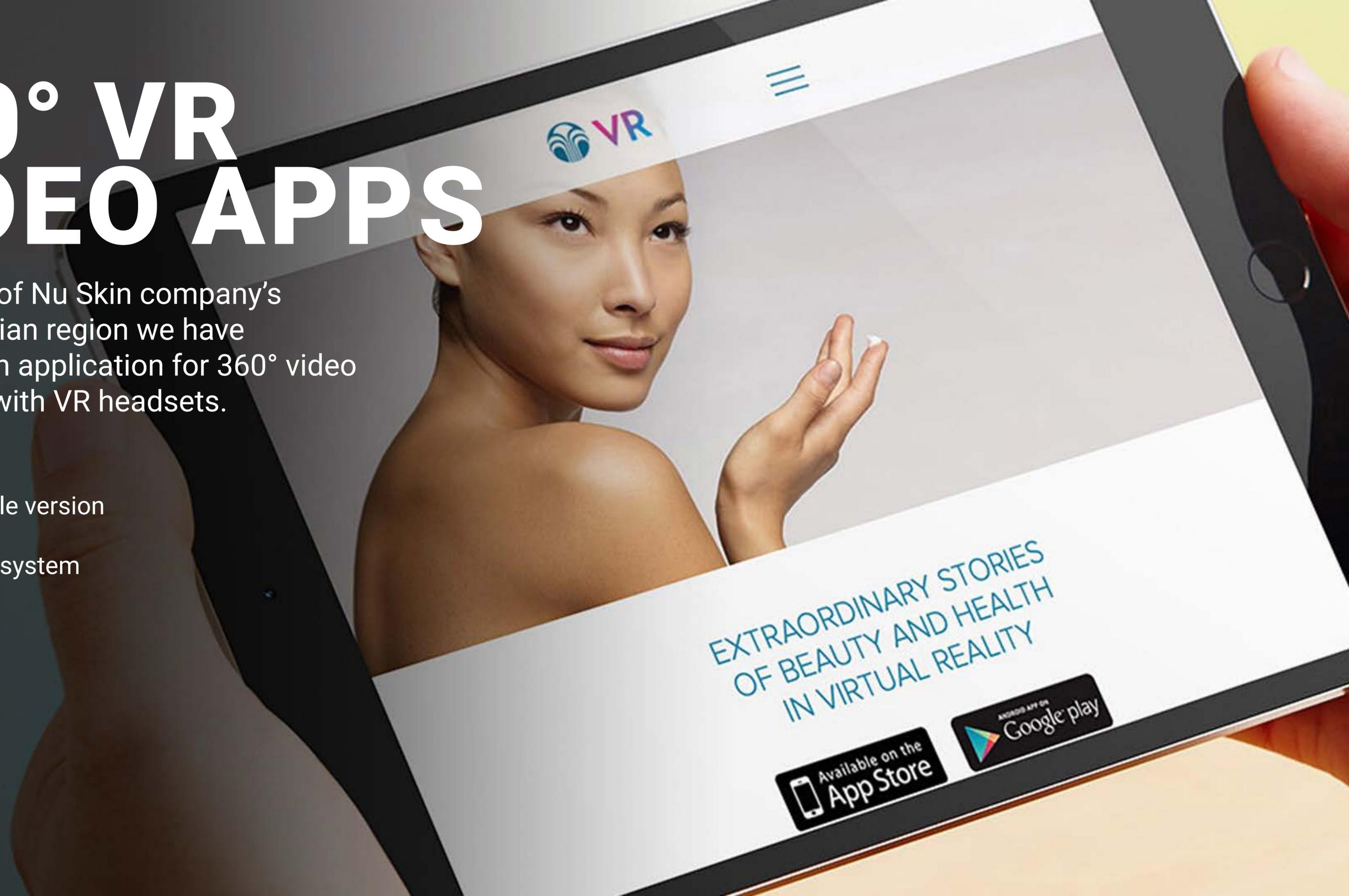
VR AND AR DEVELOPMENT

360° VR VIDEO APPS

As a launch of Nu Skin company's activity in asian region we have developed an application for 360° video compatible with VR headsets.

Results

Web site+mobile version
iOS+Android
Administrative system
5 languages



VR CONTENT MANAGER

VR Content Manager is a remote system that allows to control content on VR headsets. Using server, for example tablet or smartphone, it is possible to run content on multiple VR headsets.

Special features:

- Two view modes: collective and separable
- Crossplatform server
- Statistics
- User friendly interface
- Unlimited amount of VR headsets
- Any kind of VR headsets



VR GAMES

VRaccoon is a first-person arcade game where you become a raccoon, roaming the flat in search of treats. Your job is to collect pieces of food that are in the air along your way. The game uses interesting navigation: you need to push the ball of wool for flying from room to room. Under the sweets you can find hidden bonuses. The biggest fun is to move with the raccoon-style fore, tapping the touch pad. This game is a perfect choice for all family – it is naive, but bright and exciting.

Results

60 000 downloads



VR SKIS

Video for this ad campaign was made with professional skier, who shot his extreme skiing down the «Mountain air» trail with six GoPro cameras. During the ad campaign, visitors have got a chance to feel the same experience by putting on VR headsets.



VR SIMULATOR FOR NESCAFE

The object of advertising campaign for Nestle was in high- tech promotion of Nescafe 3 in 1. Extreme sports were chosen as the main theme. As a result were made 4 extreme VR videos, which were demonstrated in big Russian cities.

Results

24 university

600 000 students

22 000 branded contacts in social media

12 000 minutes of extreme experience



VR FOOTBALL FOR NISSAN

For 10 days visitors of MIAS2014 in Crocus City Hall had a chance to play hi-tech football. Kinect tracked the data of humans' movements and made their virtual avatar. Putting on Oculus Rift, a person found himself at the football field in front of two new models of Nissan. His object was to kick a goal, not touching the gate.

Results
2 weeks
2500 visitors



VR TEST DRIVE FOR PORSCHE

Putting on VR headset, a viewer finds himself as a farmer at the field. His object is to overcome the obstacles and reach the finish line. Hi-tech wheel allows synchronizing movements in real world and in virtual reality.

Results

2 VR tractors

6 hours

250 VIP visitors

4000 virtual miles



VR AD CAMPAIGN FOR ROSTELECOM

While being a partner of KHL 2016 Rostelecom decided to organize a virtual hockey tournament for fans in seven big Russian cities. After registration on a tablet PC fans were given a chance to try themselves as a forward. They needed to score as much as they could by using touchpad on VR headset.

Results

7 cities

2000 visitors



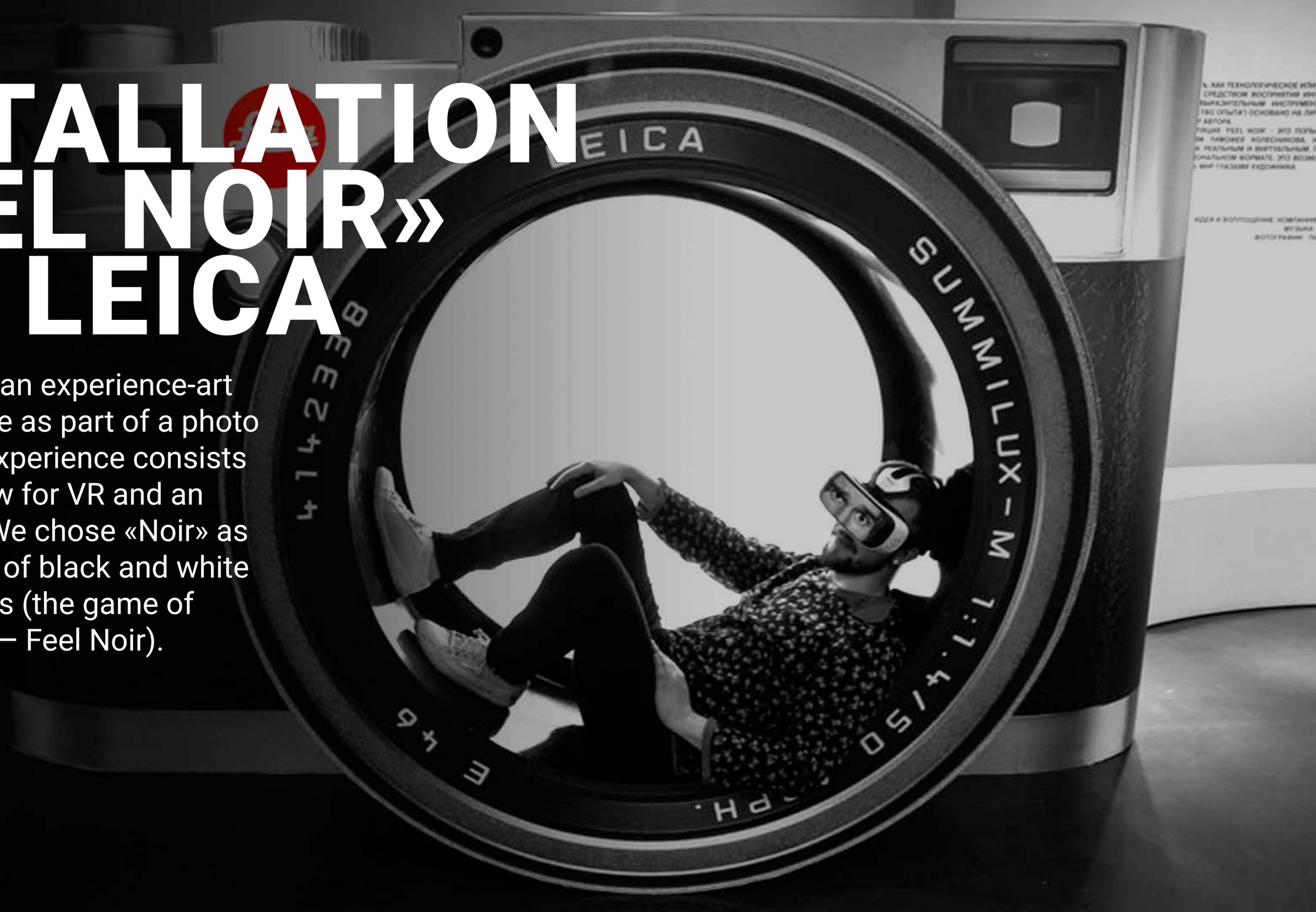
INSTALLATION «FEEL NOIR» FOR LEICA

«Feel Noir» — is an experience-art installation, made as part of a photo exhibition. The experience consists of a graphic show for VR and an art-installation. We chose «Noir» as a genre because of black and white stylistic of photos (the game of words Film Noir — Feel Noir).

Results

2 weeks

1500 visitors



MALEVICH EXPERIENCE

«Black square» — is the most famous atheistic art icon. The installation tells the story of its creation. In 2015 it was announced that under the original picture of Malevich another painting had been found. Virtual reality helps to dive into the history of XX century masterpiece. Taking a candle and putting on a VR headset, you can find yourself inside the prominent picture of Malevich. A candle lights the way inside the «Black Square» and helps to discover Malevich's minds and the process of making the painting.



EXPERIENCE «CHAGALL. INSIDE»

Putting on a VR headset, you can look around of Chagall's hometown and meet the most famous characters of his paintings.



VR GAME FOR FELIX

Putting on VR headset, a viewer will transform into cute cat Felix. Felix has many objects – he must roll the ball and get treats. You can get into cat`s skin in VR game for Purina.

Results

5 hours

2 VR headsets

200 players



DOG POV 360° VIDEO FOR NESTLE

We have developed a dog point of view 360° video for Dog Chow pet food. Putting on VR headset the viewer found themselves on a glade in a role of a dog. Basing on the script fluffy adventurer needed to follow through its owner's tasks — catch a Frisbee or a branch and find his toy. Professional actor's voice helped to get viewer into a role.

Results
1 month
25 cities
48 000 visitors



INTERACTIVE MUSEUM

In VR headset all items of The Museum of Music became interactive. Viewers had a chance to listen to sounds of WWII and view objects, «sailing» in the air.

Results

2 weeks

1000 visitors



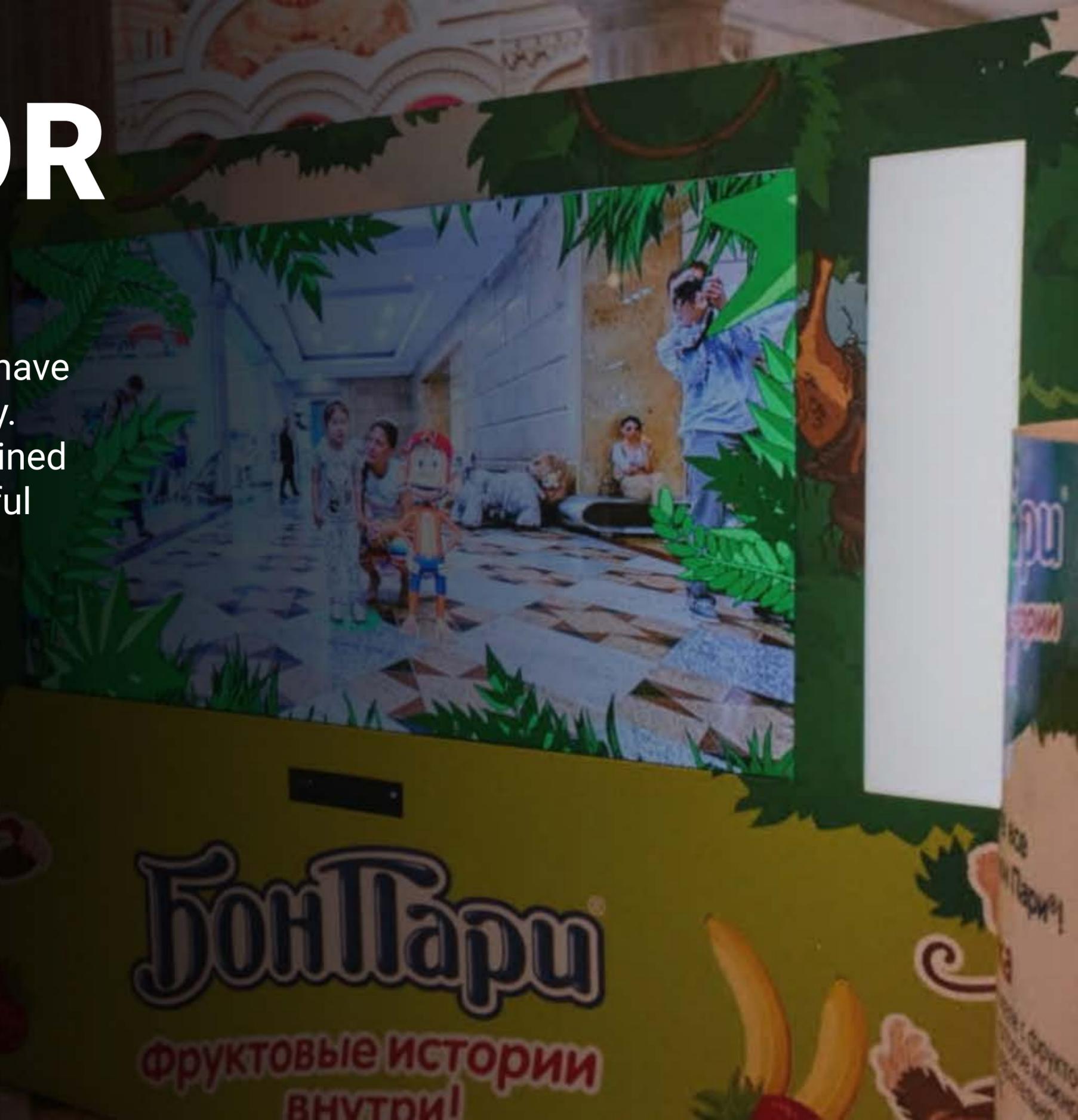
AR GAME FOR BON PARI

In case of promoting Bon Pari new ice cream we have developed an indoor game with augmented reality. During a month a virtual Bon Pari monkey entertained kids in big trade centers in Russia. The most skillful kids got an ice cream and a photo with a branded character.

Results

8 cities

5 000 branded photos



AR STAND FOR RUSSIA TODAY IN RUSSIA

With virtual walks you can visit any country, become a celebrity from cover page and even exit into space in a matter of seconds! Standing in front of a large screen, a person sees himself in virtual environment. There he can make and print a photo with the event logo.

Results

100 visitors

280 branded photos



AR STAND FOR RUSSIA TODAY IN LONDON

Russia Today has been running a «Welcome to amazing Russia» campaign during 2012 Summer Olympics. We used virtual travel technology to teleport Russia Today's stand visitors from Russian house in Hyde park to real Russian places.

Results

2 weeks

3500 branded photos



INTERACTIVE MIRROR FOR TV3

New technologies bring attention even to common things. Welcome interactive mirror! When a person approaches to it, a mirror becomes a screen, on which ads or videos can be displayed.

Results

1 year

350 000+ visitors



MOBILE AND SOFTWARE DEVELOPMENT

LEAP MOTION FOR TETIS

We have been demonstrating Tetis survival capsule principle of operation to the Euronaval 2014 visitors in Paris. Using Leap Motion technology, we gave an opportunity for visitors to remote video with hand gestures.

Results

5 days

1250 views



INTERACTIVE PROJECTIONS FOR JEWISH MUSEUM

A child is sitting at a round table in a museum setting. The table surface is illuminated with a projection of a map or interface. The child is looking at the projection with their hand near their face. The background is dark, and the lighting is focused on the table and the child.

Jewish Museum in Moscow recreated Fanconi, a famous Odessa café, for their permanent exhibition. We designed an interface and administrative system to turn tables surface into interactive screens. With their help one can operate information: choose movies and participate in surveys. Visitor can learn about the things which were of interest for the Jewish community of that time – assimilation, emigration, Marxism, Zionism, ways of integration into the Russian society.

Results

5 projections

365 days a year

360° PHOTO AND SLOWMOTION VIDEO FOR TAG HEUER

We have developed an interactive photo-video zone to help Tag Heuer brand operating their timekeeper duties during Moscow marathon. Covering a distance, runners got a chance to float in air like in «Matrix» or move in slow motion like in «Baywatch».

Results

1 day
340 photo
340 video



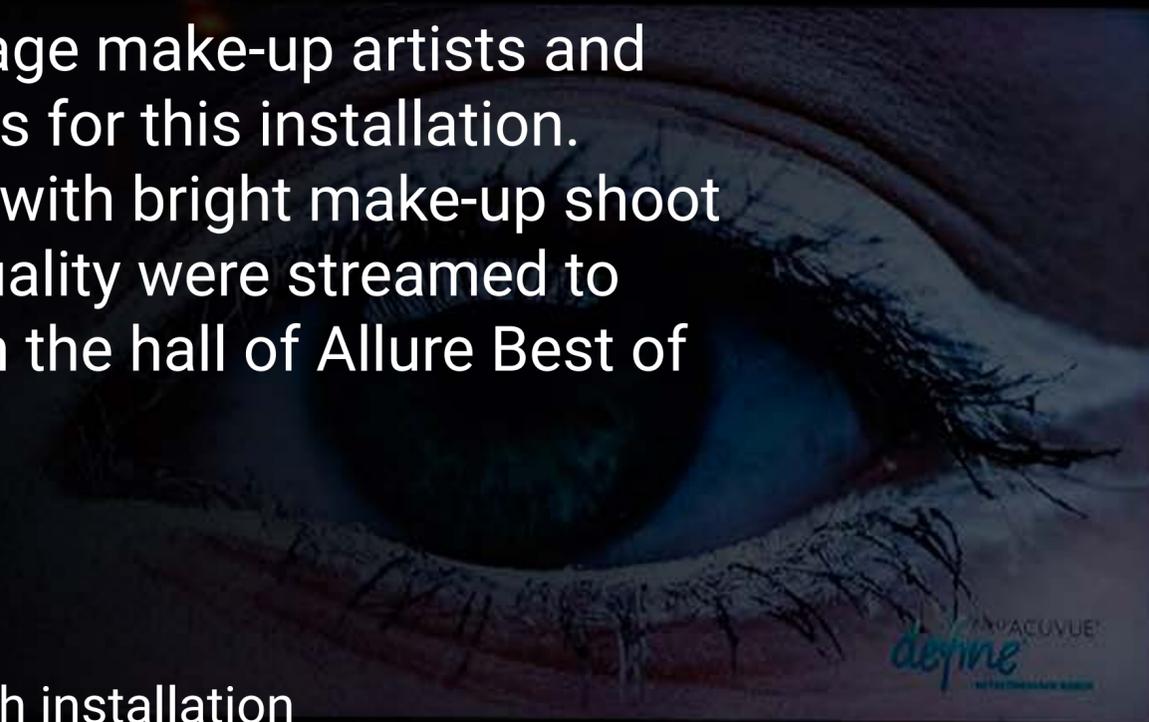
VIDEO INSTALLATION FOR ACUVUE

We have engaged make-up artists and photographers for this installation. Model's eyes with bright make-up shoot in Ultra HD quality were streamed to big screens in the hall of Allure Best of Beauty 2015.

Results

6 hours

200+ photos with installation

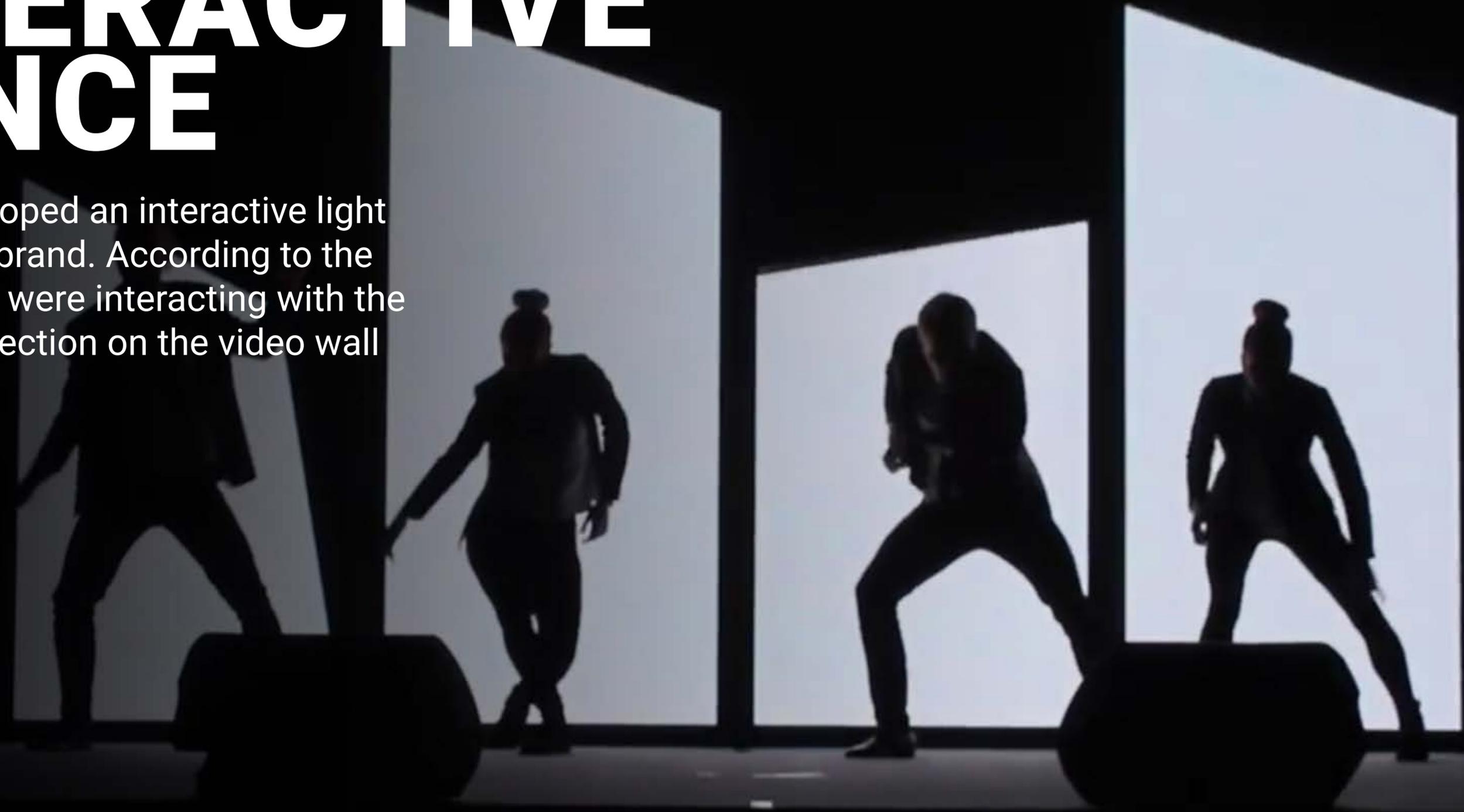


INTERACTIVE DANCE

We have developed an interactive light show for KBE brand. According to the script dancers were interacting with the urban city projection on the video wall behind them.

Results

80 VIP viewers
4 minutes show



INTERACTIVE EXPOSITION FOR SOCHI 2014

We have developed a wide range of interactive stands for Sochi 2014 exposition of regions: virtual travel, biathlon, interactive window, Kinect based game, video booth for messages, virtual slalom and more.

Results

1 month

80 000 visitors



TELE2 LAUNCH IN MOSCOW

We have launched dozens of interactive stands in 14 trade centers in Moscow simultaneously. We developed Kinect based games, quizzes, augmented reality fun activities.

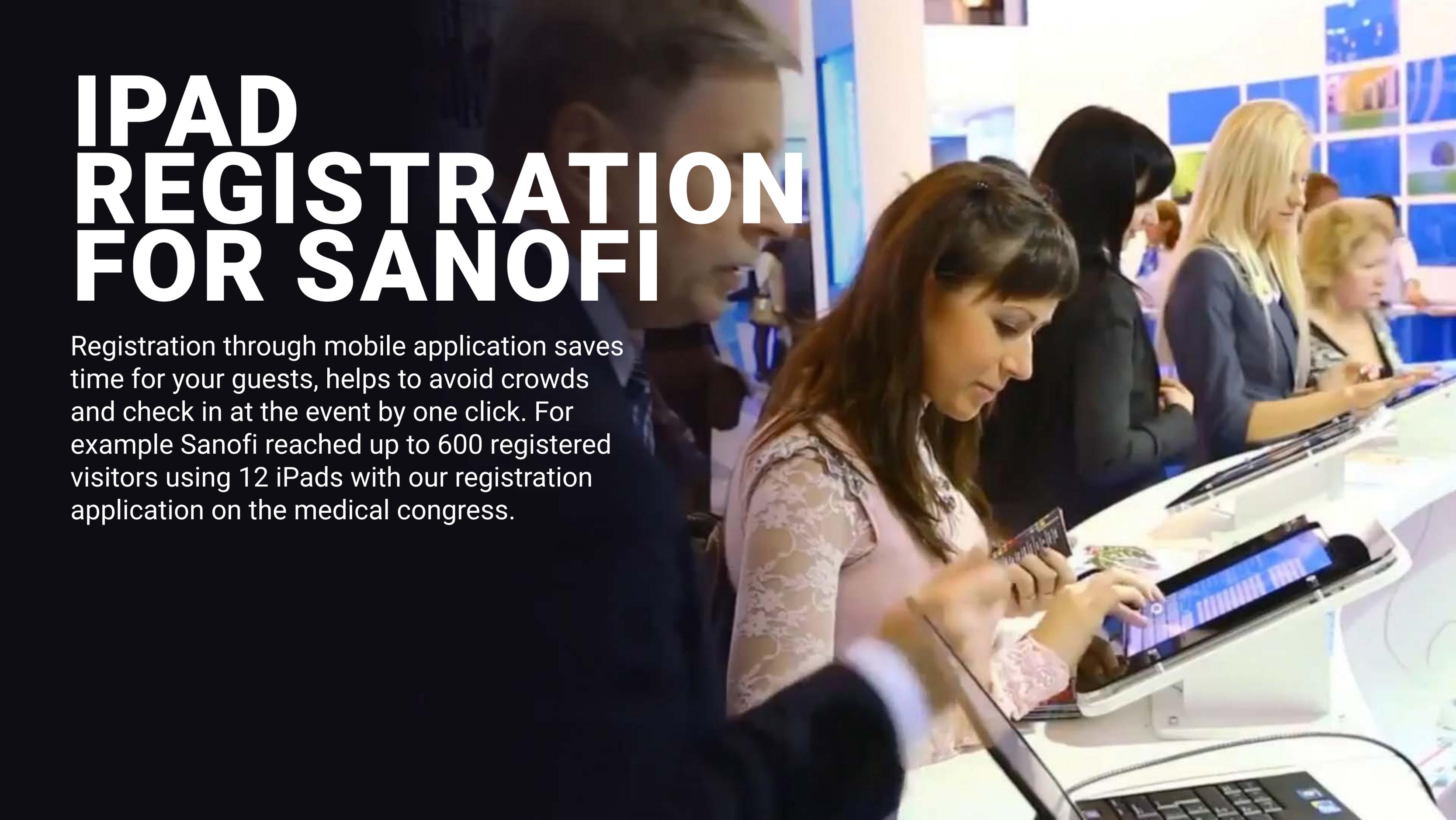
Results

14 trade centers
14 interactive stands
850 visitors



IPAD REGISTRATION FOR SANOFI

Registration through mobile application saves time for your guests, helps to avoid crowds and check in at the event by one click. For example Sanofi reached up to 600 registered visitors using 12 iPads with our registration application on the medical congress.



VIRTUAL DRESSROOM FOR INTER MUSEUM

Intermuseum 2016 visitors were able to try on historical army uniform with the help of our virtual dress room.

Results

4 days

2000 visitors



MOBILE APPLICATION FOR NEGUS EXPO

This game application was designed for MAKS-2017 Aviation and Space Salon. Visitors of VIP pavilion were able to pilot a plane on a tablet PC with the help of gyro sensor. Gameplay was streamed to the video wall.

Results

5 das

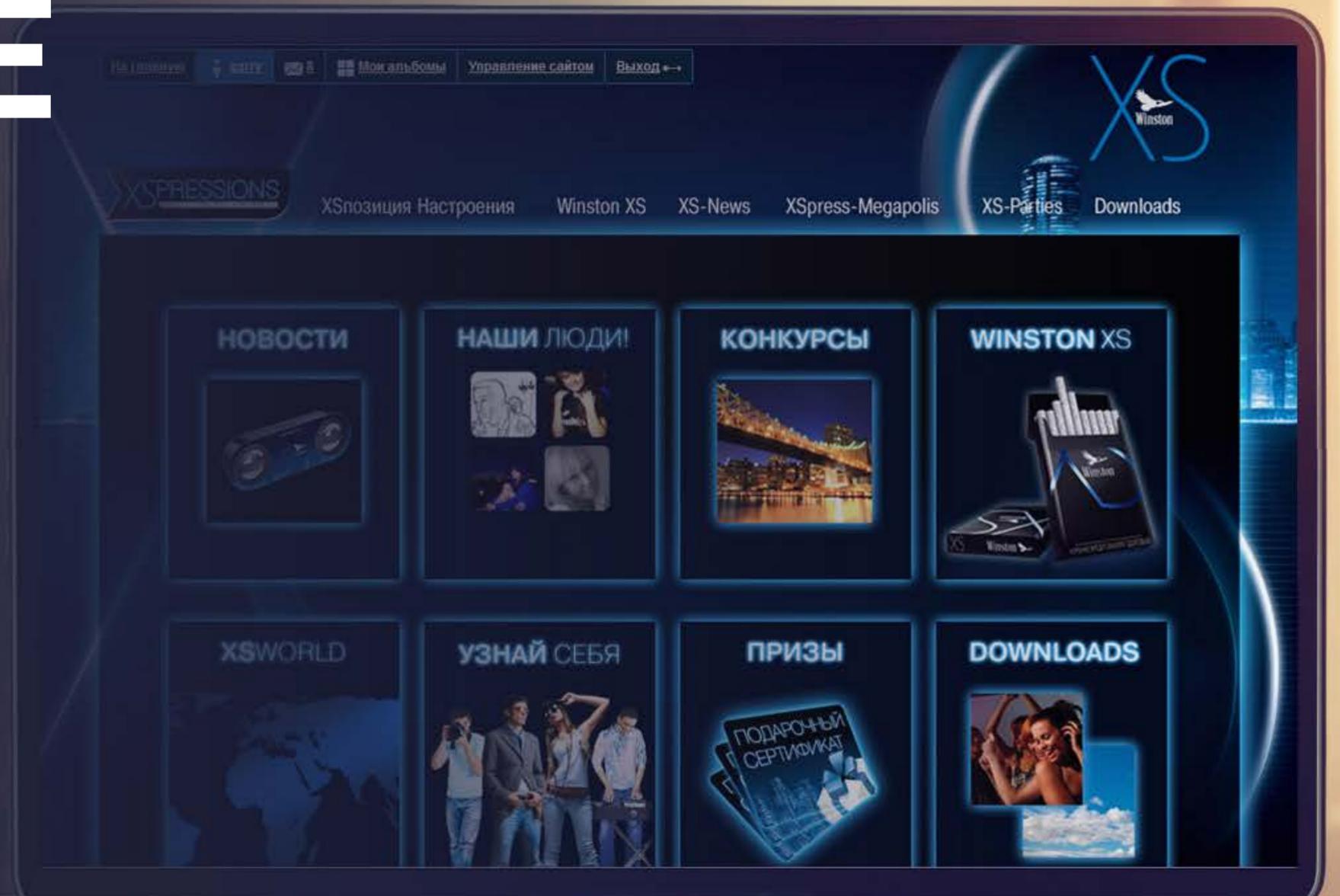
100 VIP players



WEB DEVELOPMENT

WINSTON XS PROMO SITE

We have developed a unique test system for Winston XS promo site. Visual DNA system identified psychological type of visitors basing on their visual choices. After registration users got personalized news.



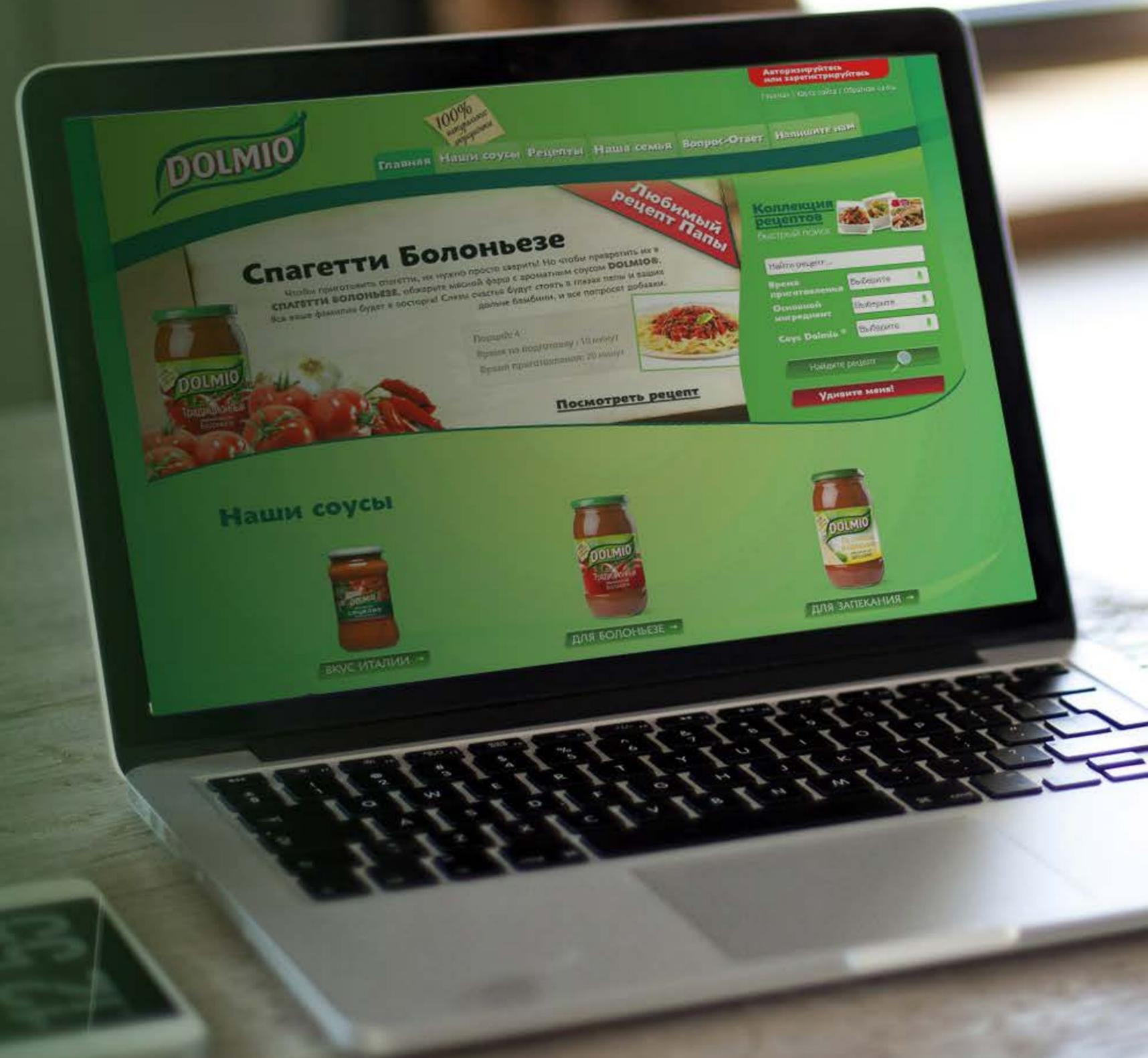
ADRENALINE FMX RUSH PROMO SITE

We have developed a handy web portal with all the information about Adrenaline FMX Rush festival. On this site user could get live information about the show, read articles in the blog, view videos, discover rider's bio, participate in contests and much more.



DOLMIO PROMO SITE

We have developed a unique recipes catalogue for Dolmio web site. After choosing the cooking time and the main ingredient, visitors were given recommendations about what kind of dish could be cooked with what kind of sauce.



M&M'S PROMO SITE

We have developed a web site for M&M's advertising campaign «Love Triangle», where visitors were welcome to Red and Yellow's apartments. Rooms were designed to be interactive — characters could walk around and talk to viewer. Voting possibility attracted up to ten million users online simultaneously.



LD GAME PROMO SITE

We have developed a MMORPG for LD cigarettes promo site. During two and a half months' amount of gamers reached up to 15 000 online simultaneously. The challenge was to upgrade cars, driver skills, win races and get prizes on finish.



SNICKERS FESTIVAL PROMO SITE

We have developed a bus tracking system for «Snickers Urbaniya 10» extreme sport festival. GPS tracker located in the festival's branded Urban Bus has given an opportunity for users to see in real time where is it. There was interactive video menu developing as well.



VIDEO PRODUCTION

VIDEO FOR BASHNEFT

Video with high quality graphic made
for conferences and exhibitions.



VIDEO FOR SAS

Fully animated video for SAS company in english.



VIDEO FOR MOBIL 1

In 2015 Mobil 1 realized it's biggest educational programme «Mobil Delvac Academy for mechanics». We used infographics to show their results in video.



VIDEO FOR LUKOIL

Animated video in honor of celebration
of 25 years of company activity.



VIDEO FOR GAZPROM

Gazprom used our video presentation to let «Rugrid Electro» conference visitors learn information about oil extraction, refining and other their activities.



360° VIDEO TV PROMO

Popular Russian TV-hosts
examine Moscow parks
in «little planet» format.



CONTACT US

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