

MagicSymbol™ seduces the crowds for Samsung at the Turin Winter Olympics Torch Relay 2006

Presented for Samsung at the Turin Winter Olympics Torch Relay 2006, MagicSymbol is the next generation of 'reveal' technology, providing a unique competition experience.



Samsung handed out thousands of promotional flyers containing a 'magic' symbol printed on the reverse. The recipients were invited to Samsung's sponsorship arena to find out if they had won a prize. Nothing new, you may think, but this 'reveal' has a uniquely compelling twist. Players showed their cards to a camera mounted alongside an ordinary plasma screen. Participants then saw themselves on screen and on their card appears, mysteriously, a 3D image of an Olympic competitor or a cool bit of Samsung kit.



Move and spin the card around, and the animated model stays magically glued to the surface. If you find yourself looking at a Samsung phone, or a ski jacket, that's what you've won. It doesn't get more simple or effective and proved a major crowd puller.



The first MagicSymbol winner wins a ski jacket in Turin

MagicSymbol uses computer-vision software technology, combined with off-the-shelf displays, a camcorder and a standard Windows PC to create the effect. Symbols can be printed any size and on any flat surface. It proved a major draw (see photographs) in its inaugural outing in Rome and

continued to work its magic along a tour which took in many major Italian cities and culminated in Milan. Inition were commissioned by Cheil Communications. For more information visit Inition at www.inition.co.uk or www.MagicSymbol.com



MagicSymbol attracted the crowds for Samsung



Samsung's sponsorship trailer for the Turin Winter Olympics Torch relay