



Isobar & UIC - Electronic Visualization Laboratory

Dave Meeker, Vice President & Global Head of Innovation

Isobar conceives, designs and builds digital experiences for the world's largest organizations

- Full-service digital agency, part of the Dentsu Aegis Network
- Unique multi-disciplinary approach
- U.S. offices in Boston, Chicago, Denver, Detroit, New York
- Isobar NowLab innovation accelerators in North America, South America, Europe and Asia
- Innovation partnership with MIT Media Lab



3,400
People Globally

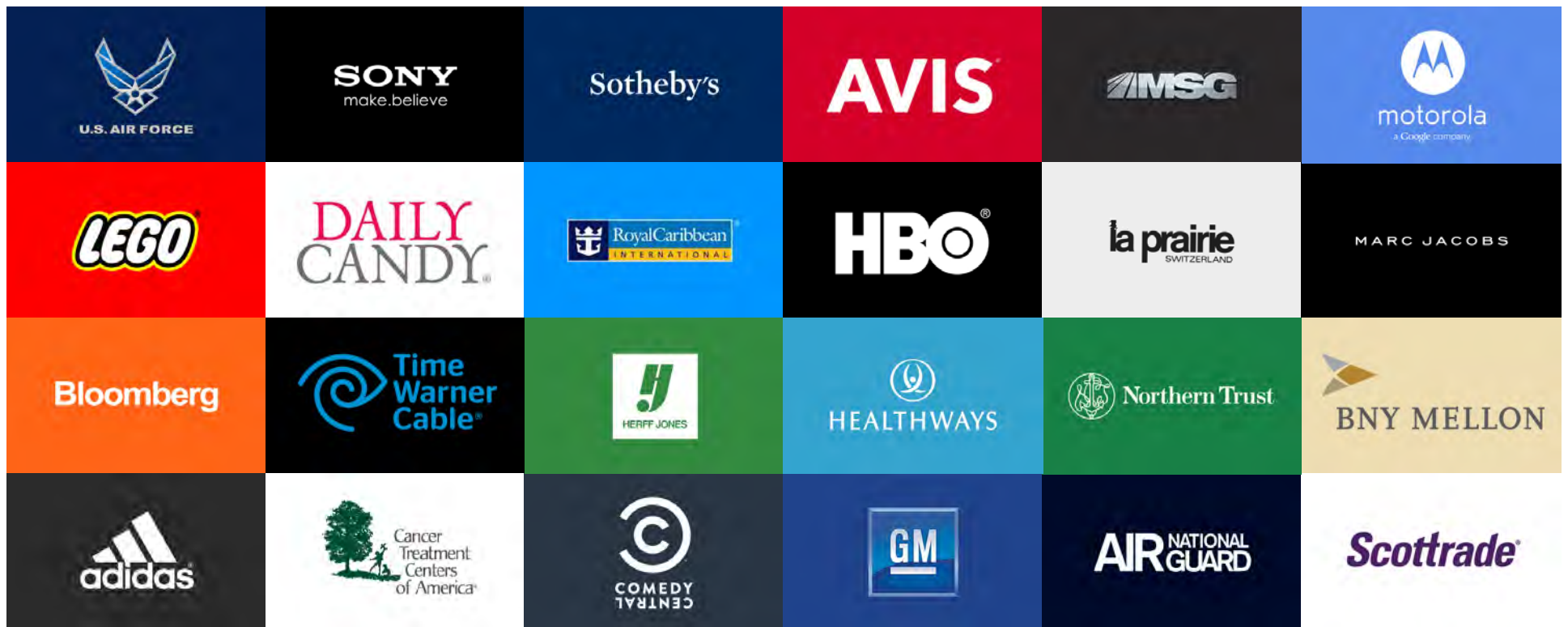
400
U.S. Employees

66
Offices Globally

18
2013 Agency of
Year Titles

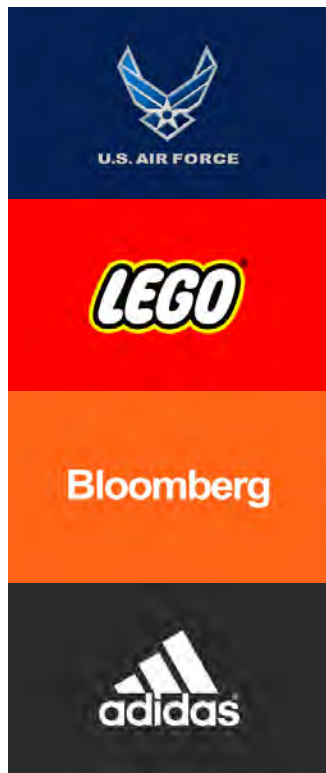
We work with Global 2000 entities and large government organizations

Select Clients



Our client relationships are strategic and longstanding

Select Clients



10+ year relationship to develop one of the world's largest enterprise portals and Big Data dashboards

Digital Agency of Record

5-year relationship to design, build and launch over 5 digital properties

7+ year relationship and Digital Agency of Record for Basketball and Running. Launched the adidas award-winning miCoach training system








7-year relationship with Avis.com, mobile applications and optimization

5-year relationship including digital strategy, design and build for mobile, social, game consoles and HBO.com

5-year, \$50M strategic relationship with Healthways to conceive, design and build their digital offerings

Harnessing the power of analytics data to create new strategies to target customers

Our services across bought, owned and earned media

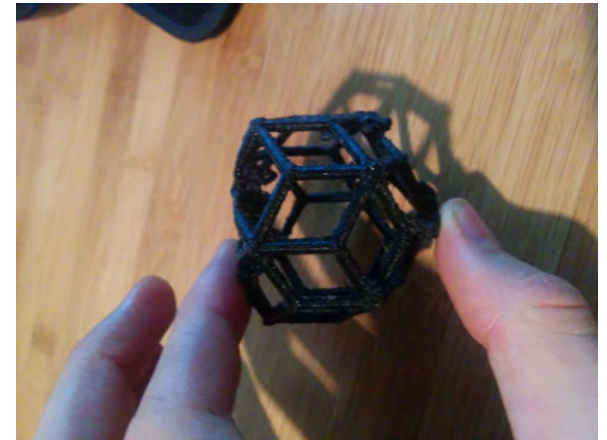
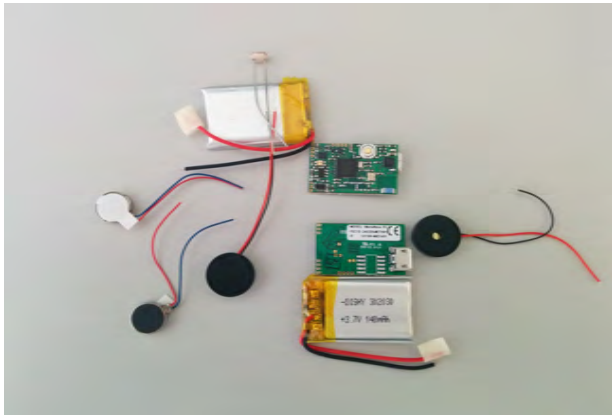
 <h2>Strategy</h2> <p>We create strategies that transform business processes and disrupt industries</p>	 <h2>Campaigns</h2> <p>We create, measure and optimize digitally focused campaigns</p>	 <h2>Experiences</h2> <p>We design experiences that are both easy to use and a joy to use</p>	 <h2>Platforms</h2> <p>We design and build flexible and scalable technology solutions</p>	 <h2>Products</h2> <p>We invent digital products that generate new revenue streams</p>
<p>Business Planning competitive & industry analysis, maturity models, roadmaps, business cases</p> <p>Strategy Development brand, digital marketing, omni-channel experience (web, mobile, social, wearable, environmental), technology</p>	<p>Planning research and insights, communications planning</p> <p>Creative advertising, visual design, content creation, studio production</p> <p>Optimization analytics, monitoring, SEO, SEM, multi-variate testing, dynamic landing pages, media ROI analysis</p>	<p>User Research primary and secondary user research, segmentation, personas, omni-channel user journeys</p> <p>User Experience Design information architecture, taxonomy and meta data, functional requirements, content analysis, interaction design, copywriting & story telling, visual design, motion graphics</p>	<p>Solution Development content management, search, portals, native mobile, responsive front-end technology, internet-enabled devices & wearables, custom web applications, commerce platforms, social apps, marketing automation</p> <p>Service and Platform Development web services, security, big data, cloud infrastructure and support</p> <p>Technology Partners Adobe, Google, Apple, hybris, Demandware, Amazon, HP Autonomy, Sitecore, EZ Publish, Microsoft</p>	<p>Product Development digital product design & development, digital product extensions, brand as a service</p> <p>Innovation Support product roadmaps, innovation programs & workshops, innovation culture development</p>

Underpinned by innovation – Isobar Nowlab

A Global Collaboration for Insights & Innovation



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NowLab

We use our global NowLab initiative to explore and further innovation

Through our sponsorship and collaboration institutions like the MIT Media Lab, we offer our clients exclusive access to cutting-edge innovation.



Applying Innovation to Physical and Brain Injuries

Isobar partners with the Rancho Los Amigos National Rehabilitation Center



- When we first experienced Google Glass, our initial reaction was that it should be hands free
- We created “winky,” tilt control, and finally everywhere which controls glass with winks, nods and tilts
- Our developer landed on Ad Age’s Creativity 50. And we recently won the Adweek’s Project Isaac award
- But we also realized that this technology could revolutionize the lives of those with disabilities
- We have partnered with 2 rehab hospitals and with SmartHome to allow patients to use Everywhere to control their homes and give them freedom.



Current focus of research & development

Specific technologies for Nowlab Innovation

Data Visualization

- Gesture Recognition & Input
- Object / Image Recognition

Emerging Devices

- Puffer Sphere Hardware
- Eyewear - Apple & Google, Meta, and others
- Wearable Computers
- MYO & other controllers
- Time of Flight Cameras

Sound / Audio

- Speech Recognition
- Encoded data in audio (Audio Barcode)

Mobile

- Low Energy Bluetooth (iBeacon)
- Project Tango (Google Device)

Computer Vision

- Digital Experiences that help visualize and act upon “big data”
- Visualization dashboards
- 4D – Interactive AR
- Bringing data visualization into everyday experiences
- Heads-up displays
- Ambient data
- Information in Context
- Information as Art

Digital Signage

- LED Screen technology for retail or public spaces
- Human-aware interactive signage
- Mobile device interaction with digital displays
- Social Integration
- BLE / Device Integration

Television Platforms

- Broadcast & IP-based Delivery
- Second Screen Experiences on Tablet & Smartphone
- Device-to-TV communication
- Real-time digital content infusion

Stadiums / Events

- location services / way-finding
- digital commerce
- social offers / social interaction in physical spaces
- augmented reality
- fan participation

Social Data

- Social graph visualization
- Social connection and social messaging metrics
- Physical interactions with social content

Retail Experiences

- Digital integration into physical shopping experience
- Providing extended data to customers
- Adding to digital shopping bags
- Digital Wardrobe Assistants
- Loyalty program integration
- Low Energy Bluetooth (BLE)

Wearable Computing

- Sports, athletics and fitness
- Healthcare
- Fashion
- Retail Assistance
- Entertainment
- Commercial Use

Intelligent Agents

- Leveraging Data to provide context programmatically



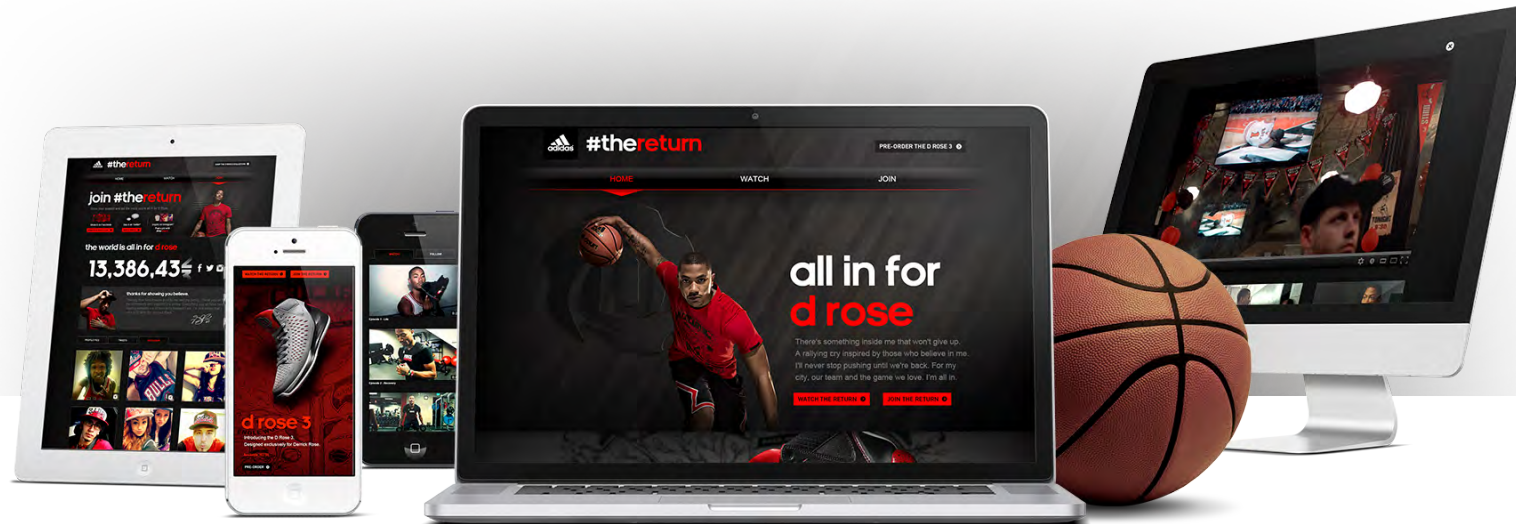
Energizing fan support for a top athlete's recovery

All in for D Rose

RECOGNITION



THE
WEBBY
AWARDS



When Derrick Rose—the NBA's youngest MVP—suffered a devastating knee injury, adidas faced a challenge in releasing his new shoe, the D Rose 3. We worked with adidas to create an interactive social media campaign that shared Rose's rehab journey with his fans, giving an authentic behind-the-scenes look at his recovery. Using a responsive website, Facebook application, episodic videos, texts and more, we kept Rose top-of-mind while increasing sales of the D Rose 3.

- Over 15% of Derrick Rose mentions in social media also mention the adidas brand (up from 0%)
- Over 15 million mentions across all social channels
- 7 million+ views on YouTube (up 800%)
- Facebook application created 100 impressions for every piece of content generated, with a 2% click-through rate to the site



Bringing on demand stand-up to comedy lovers

CC: Stand-Up App

RECOGNITION

DIGIDAY
2013 MOBI AWARDS



- The CC: Stand-Up App gives fans free access to Comedy Central's massive library, including hundreds of comedians with over 6,000 clips
- The groundbreaking video app is a standalone extension of Comedy Central content that is updated daily
- The app has an innovative tool for discovery: the visually-striking "Six Degrees of Stand-Up" uses a recommendation algorithm that creates an intricate web of comedic connections
- Fans can discover new talent based on these associations with comedians they already know and love



Putting Comedy Central in your face everywhere you go

Comedy Central app



This engagement demanded we dive deep into every aspect of the user experience. This meant exploring complex motion-tests, rich interactive modules and thinking through every aspect of a rich and flexible brand and content management system designed to keep the experience as fresh as the Comedy Central shows.

Comedy Central decided it was time to relaunch their digital brand starting with the tv-anywhere mobile platform. It launches a new multi-channel experience for Comedy Central fans to get their fill of full episodes of all of their favorite shows, characters and extras anywhere they have internet-access and a tablet or smartphone.



Empowering HBO's success with a 5+ year partnership

Digital Products



RECOGNITION



"The only TV network to delight with digital"

Facing a paradigm shift of always-connected viewers, HBO needed to innovate the digital space much the same way they did with cable. That required finding a partner that could help map out a comprehensive digital strategy, design visually immersive experiences and develop bleeding-edge platforms that deliver TV everywhere to fans on their terms.

From strategizing HBO's digital path to developing and designing their consumer-facing platforms, Isobar created a rich, intuitive and multi-channel experience that engages millions of fans.



Building a great partnership

Digital AOR

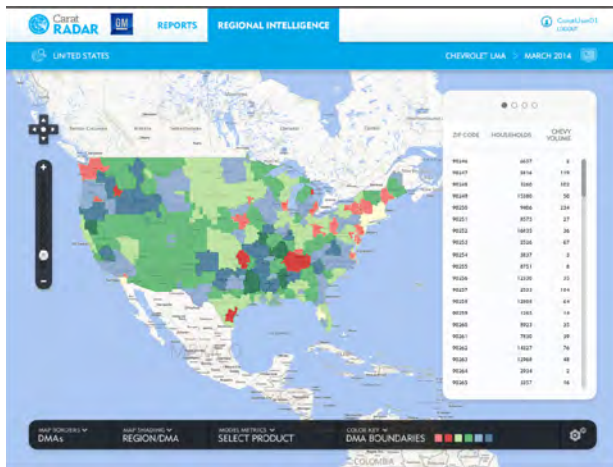


As the digital agency of record for Lego in the U.S., we are excited about creating fun and engaging digital marketing campaigns that drive awareness and interest in the latest Lego play sets. But our relationship with Lego goes even deeper.

- Stressed the need for Lego to take full advantage of their owned and earned channels and to complement with rich media display
- Created a digital dashboard that enables our clients to accurately measure the effectiveness of all their digital efforts
- Developed a partnership built on shared values and a commitment to innovation and continued growth
- Helped Lego understand the ever-changing role of digital in marketing their products

Bringing accountability and transparency to media and advertising

Radar (GM, Smuckers, Home Depot, Macy's and others)



- Multi-tenant media reporting tool across all data sets
- Offline Advertising: DDS/MediaOcean, Nielsen, Kantar
 - Digital Advertising: DFA, Nielsen OCR, comScore VCE, Prisma
 - Paid Search: Google AdWords, Microsoft AdCenter, Marin
 - Social: Facebook, Twitter, YouTube
 - Web Analytics: Google Analytics, Omniture
 - Custom: Competitive, Sales

- Deployed on the Cloud: All aspects on the platform are deployed on the Amazon Web Services (AWS) cloud environment and is available 24/7 to all clients
- Powerful SaaS Application: Developed in HTML5 and CSS3, benefiting from responsive design and optimized for multiple browsers, devices and resolutions
- Highly configurable



Empowering Scottrade clients to trade anywhere, on any device

Scottrade App



Isobar worked closely with Scottrade in creating the future state of its consumer facing mobile applications. When Scottrade approached Isobar, they were considered worst in class in both major application marketplaces, and were struggling to release new functionality to their users in a timely fashion.

We defined an entirely new application structure, creating a scalable architecture that allows the joint team to release multiple application updates each quarter staying ahead of the marketplace and their users needs.

The team created a best in class design that is scalable across IOS and Android (phone and tablet) which has become the baseline for a redesign of their entire set of digital products.

Scottrade's customers have also seen the benefits of the new application. With only a fraction of the downloads (30% of total users) of the legacy application, overall trade execution has increased by over 35 percent! This new app gives Scottrade customers unparalleled control over their financial health from anywhere.

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Consolidation Is Coming

We've seen the smartphone replace countless consumer electronics...

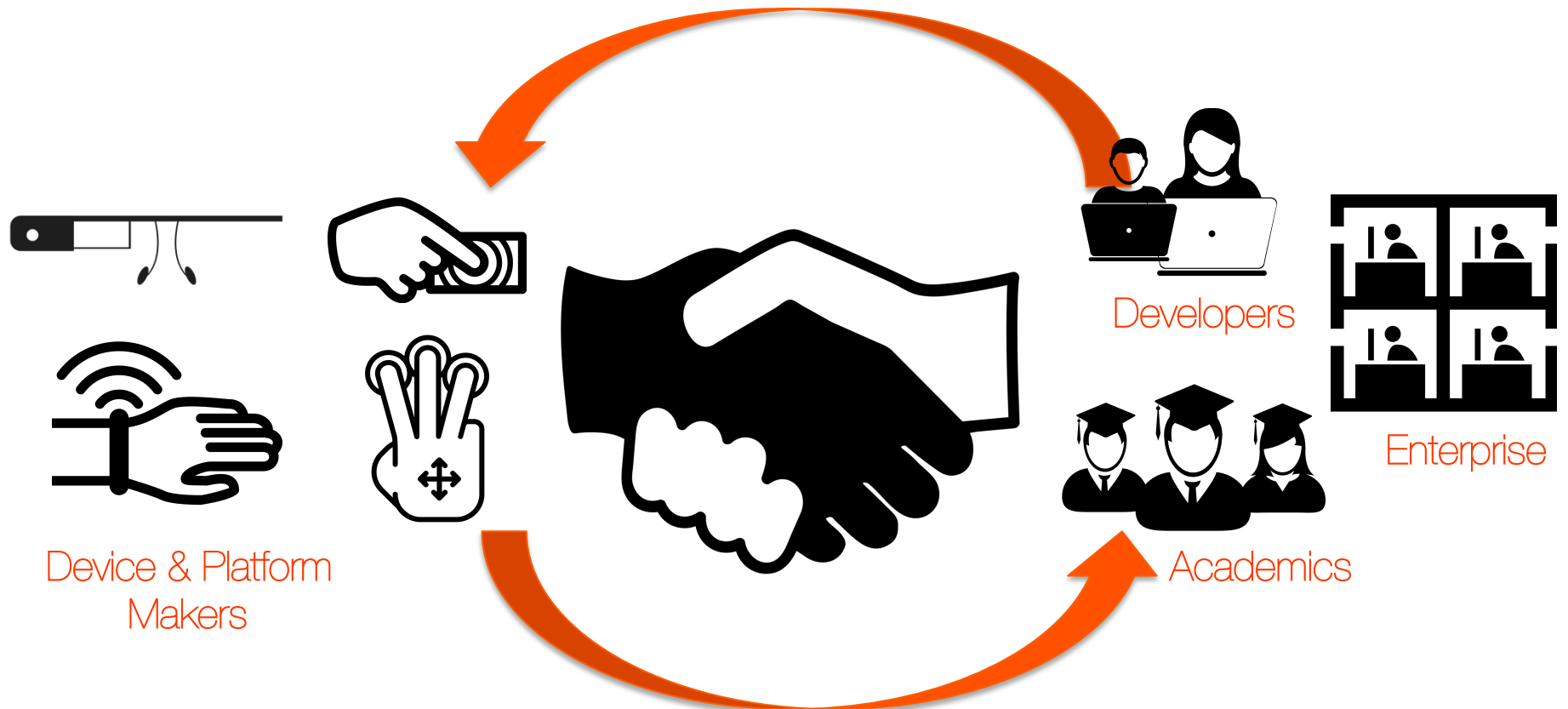


Consolidation Is Coming

And we have to assume that continued innovation will lead to consolidation of current wearable technology into more robust and flexible hardware/software platforms.



For Many, Adoption will Require a Healthy Ecosystem



Forward Progress: Maintaining Apps in a Fragmented Mobile World

In a changing world where trends drive culture and customers drive businesses, apps are “never finished.”

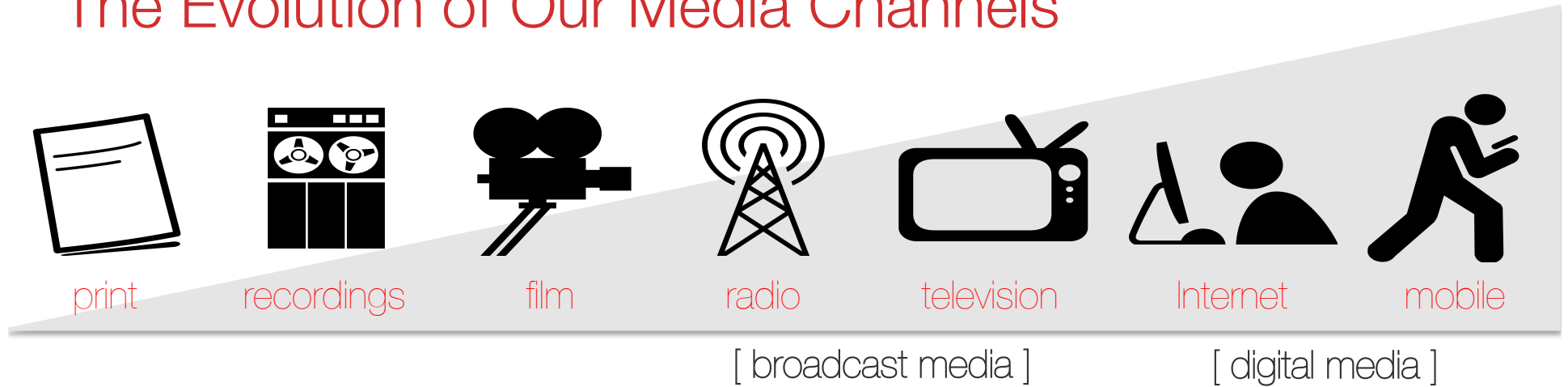
never finish anyth

How do we manage our software across platforms?



What about the Future? Will We Offer Perspective as a Service

The Evolution of Our Media Channels



We've seen consistent changes to media and each agency generation has had to adapt accordingly.

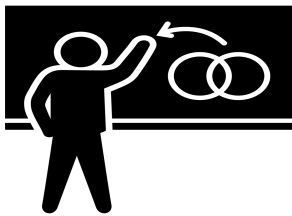
The 8th Channel



- Is personal
- Is always with you
- Is always on
- Is easily accessible
- Provides context at all times
- Captures the social context of media consumption
- Allows enhanced content / media
- Comes with a built-in payment mechanism
- Gives an accurate audience measurement

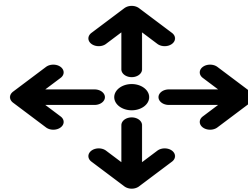


Changes to the Media = New Opportunities

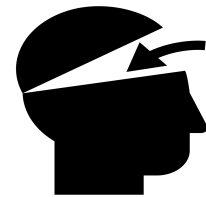


re-thinking audience

isobar



re-thinking interactions



re-thinking content

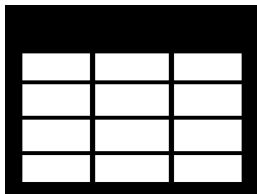
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Our Connected Future

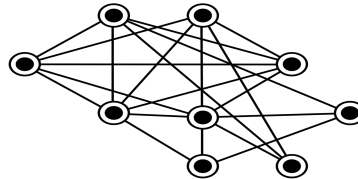


The Problem With Data

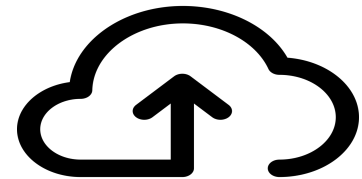


structured data

| **isobar**



unstructured data



new data producers

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3 ways to understand people

1. What someone says about themselves
2. What others say about them
3. Who they really are



Where We Become Powerful

1. What someone says about themselves
2. What others say about them
3. Who they really are



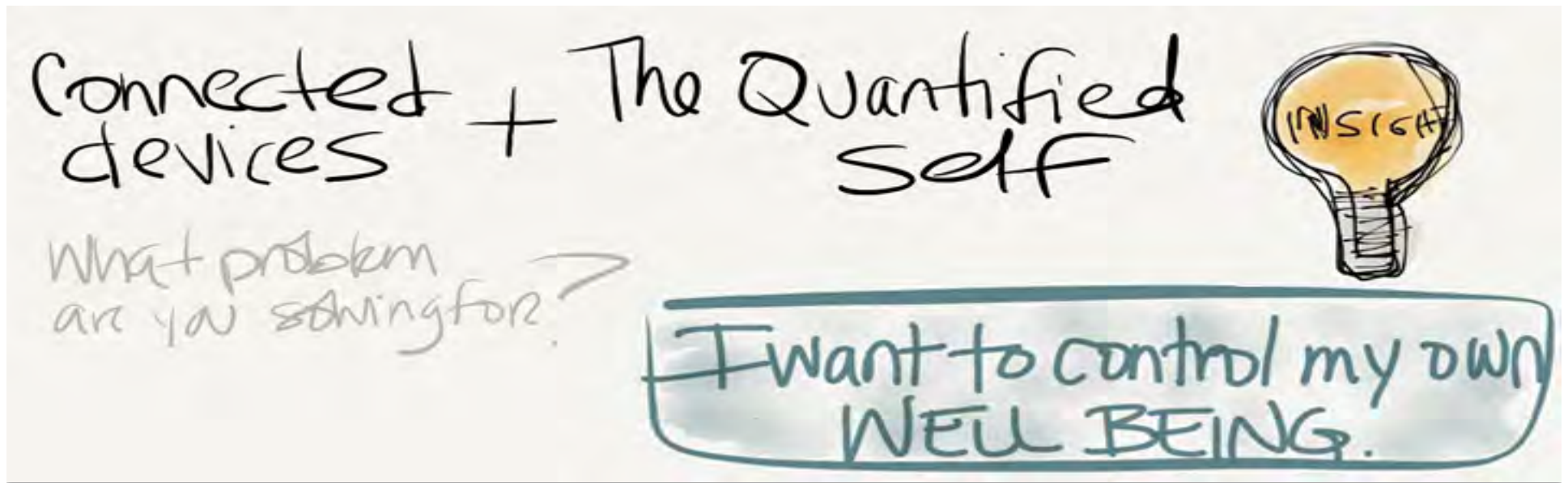
We Know People Through Their Moments

- Our lives are made up of a series of individual, yet connected experiences... moments.
- To provide value, we can understand and participate in these moments.



What a Connected World Enables

In a continually connected world, the opportunities presents themselves to really “know” people and communicate more effectively with them.



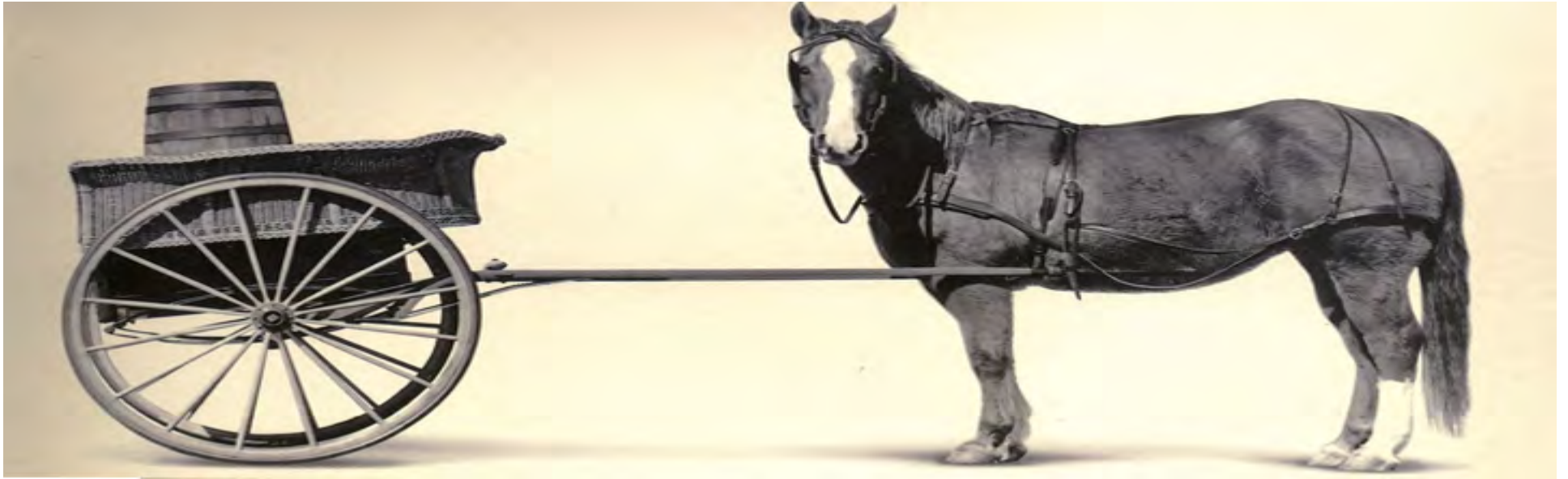
The Quantified Self

A movement to incorporate technology into data acquisition relating to aspects of a person's daily life (inputs, states, performance, activities).



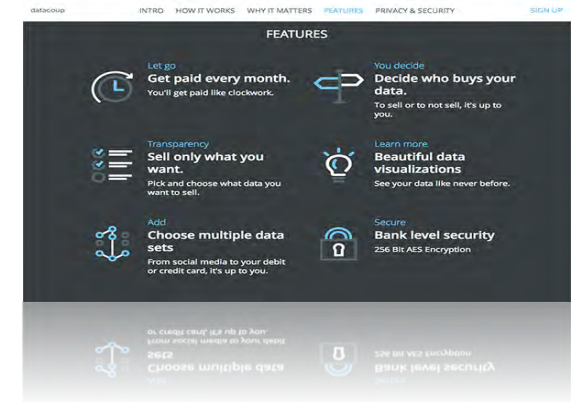
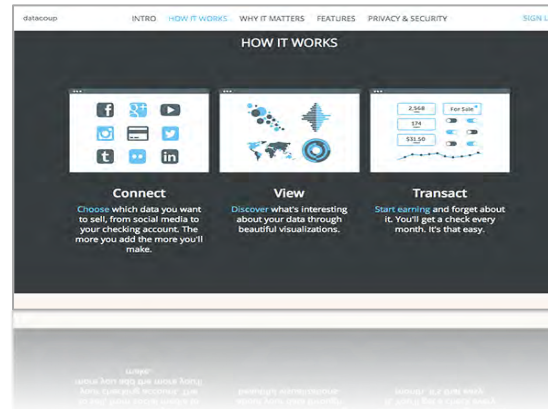
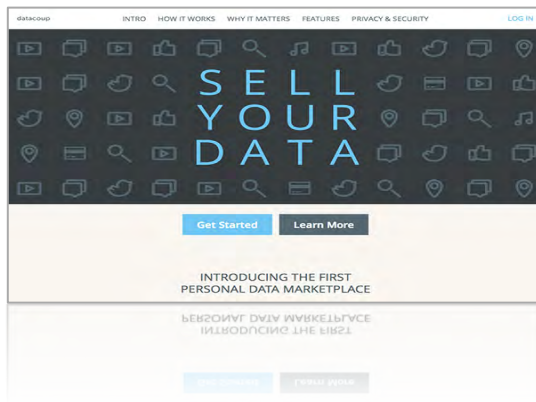
Exchanging Value for Data

The idea of shifting one's data from today's structured and unstructured data to the data created around an individual's activities and environment is profound. Should various forces align, consumers will find the benefits of providing data in exchange for valuable experiences.



Who Moves First? Consumers? Or Ecosystem Creators?

1. We start with hyper-contextual content and offers.
2. This evolves to two way data-exchange.
3. We will likely see data brokers “in the middle.”



The Dawn of the Data Exchange

There is an impending land grab for the brokerage of data between consumers and brands and media channels, and it isn't limited to the obvious, big players.

AUTHENTICATION METADATA NETWORK
ENCRYPTION LAW INFORMATION DIGITAL
SEARCH RING RECORD INTERNET ATA
ANONYMOUS TECHNOLOGY API MOBILITY
DATA **DATA PRIVACY** APPS
PRODEC **IS PARAMOUNT** VIRUS
COMMUNICATION WWW PRIVACY
DOCUMENT WEB 2.0 FORBIDDEN
WIRELESS

And with...

- Ubiquity of Devices
- Formation of Ecosystems
- Consumer Acknowledgement of Value

We are likely to make people...

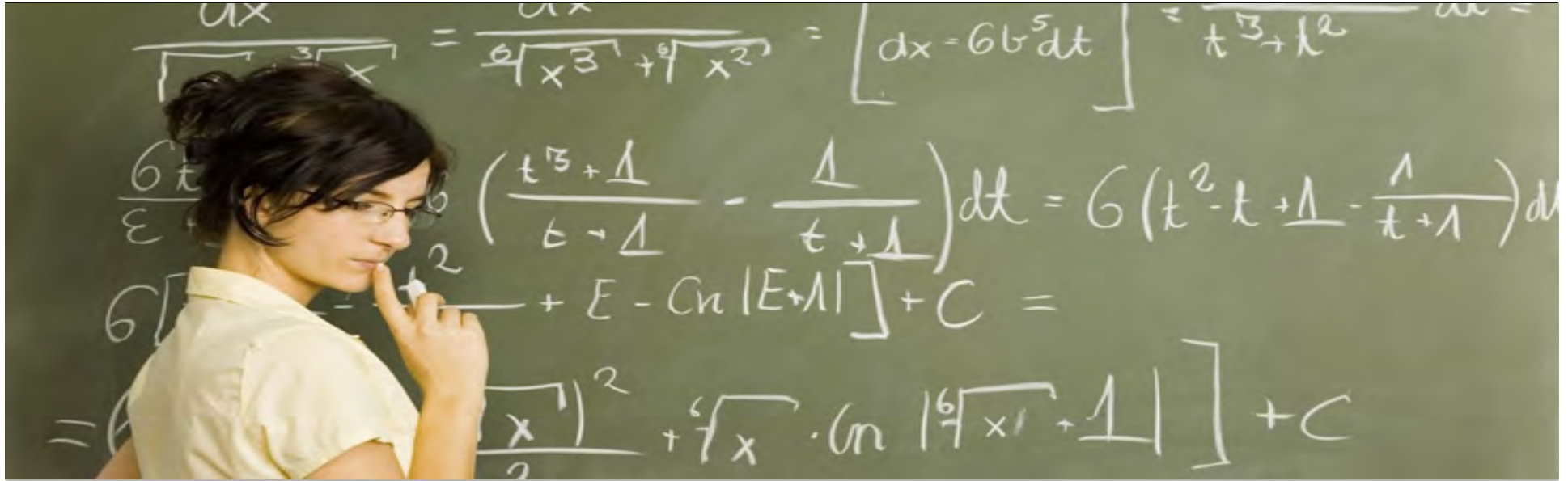






Perspective as a Service

1. Humans want to reduce friction in their lives.
2. Technology enables programmatic improvement.
3. But this is all quite complicated to do by yourself.
4. We can help. Help is appreciated. Value is created.



Forget Big Data. It's all about Big Math.

These future, rule-driven experiences are complex and while they act upon data, it is the underlying mathematics / algorithms that will be responsible for making it meaningful.

MOLEcURIZAtion Of cOntent

BrEAKiNG OUR MeSSAGes
dOwN into mANy diScREte
PaRTS tHAT *can* BE
PrOgramMaTiCaLiY dELiVEred.
eVEry iNTErActiOn *can* BE
PeRSoNAL and MeaNiNGFUL.



Leveraging “Existence as a Platform,” there becomes the potential to realize new relationships between people and businesses.



But this is all far off in the future. Right?

We need people who think about these things today!