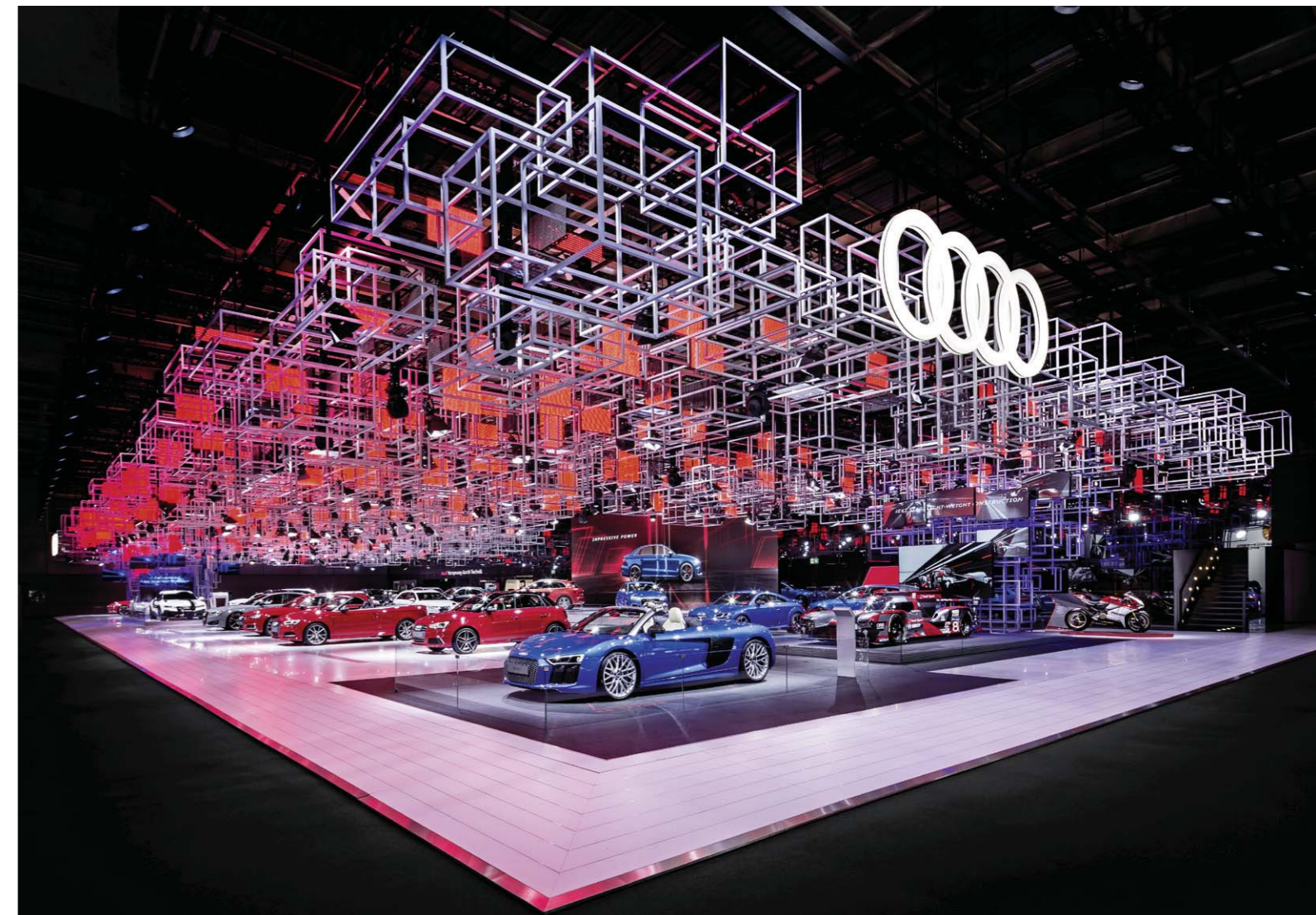


AUDI
**MUTABOR and
 SCHMIDHUBER create
 an interactive cloud
 that guides users through
 a tailored presentation**

PARIS – With digital networking having a greater impact than ever on mobility and transportation, Audi wanted to ensure it created a lasting impression on visitors of the 2016 Paris Motor Show by expressing its alignment with this trend. Realised by Schmidhuber and Mutabor, the stand for the world premiere of the Audi Q5 and Audi RS 3 Limousine was the brand's first completely digital interactive exhibition space.

A ceiling installation over the 2000 m² exhibition area, known as the 'cloud', comprised a framework of 220 modular cube constructions equipped with media-ready surfaces. 'The stand is designed as a media grid,' Schmidhuber explains, 'it serves as a multimedia space that visitors can activate via their smartphones.' Indeed, the space's architecture came to life as visitors interacted with the data streams and various touchpoints allowed them to generate tailor-made information which they could then receive on their smartphones.

These interactions were managed by the Audi Experience Pass, an application developed specially for the stand by Mutabor. Prospective attendees of the exhibit downloaded the application in advance to their devices and were led to the Audi booth as soon as they arrived at the fair. Once inside, the interface guided the user from one touchpoint to the next via push messages which, thanks to NFC technology, resulted in personalised interactions.



The 'cloud' installation included approximately 7000 processed LED tiles that required significant work in implementation for the interplay of different media.