



CHIRPVISION

INTERACTIVE EVENT CASTING

Case Study: Live Concert Activation Connects Fans to the World
GE Brilliant Machines Campaign
November 12, 2013

11.12.13 GE #BrilliantMachines Compressorhead Robot Band Rocked Union Square, New York City

On a bitterly cold day, over 10,000 New Yorkers watched live performances of robots playing heavy metal and punk rock.



ChirpVision Activated the Crowd with Free WiFi, Charging Stations, Signage and Promo Teams



Fans love free charging.

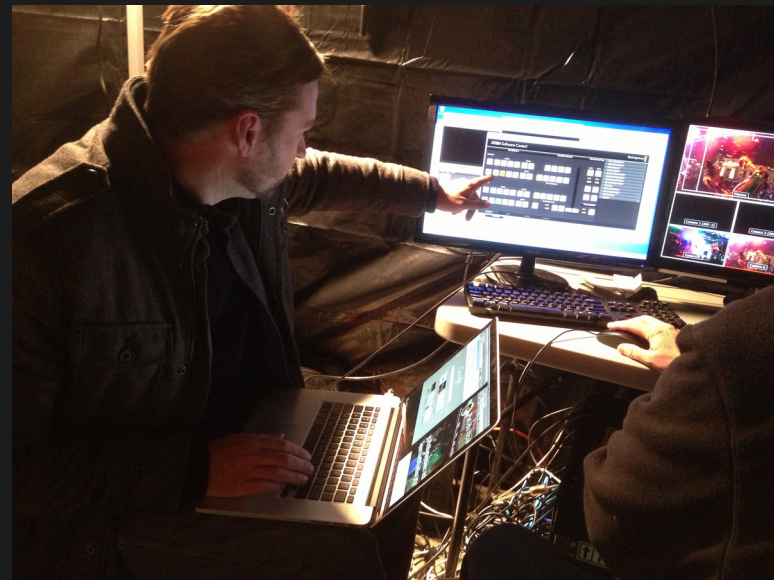


“GE Power” WiFi network was deployed using ChirpVision DARTs, a portable charging station with WiFi access points. The DARTs feature custom banners and GE logo.

Onsite Video Production and Network Management



Monitor and produce the live video stream

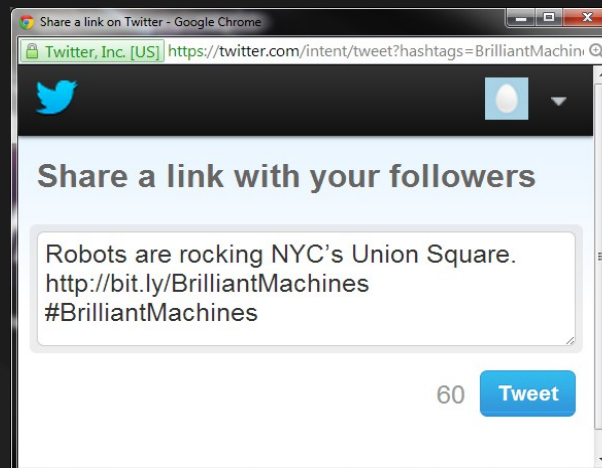
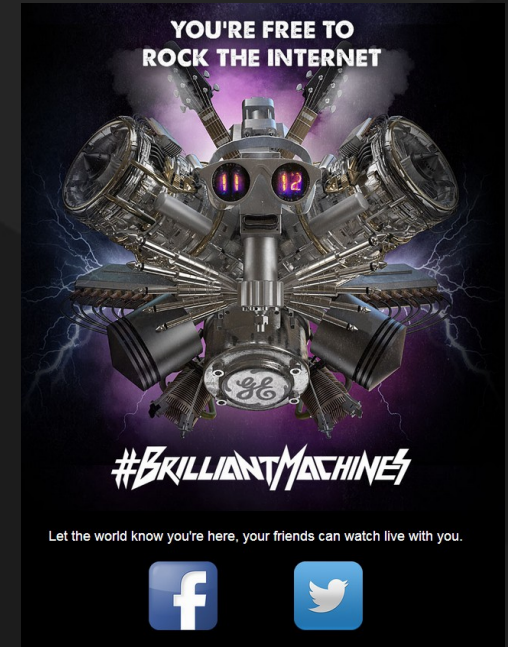


Microsite for Fans at the Concert Invited Participation

A custom landing page greeted fans when they joined the wifi.

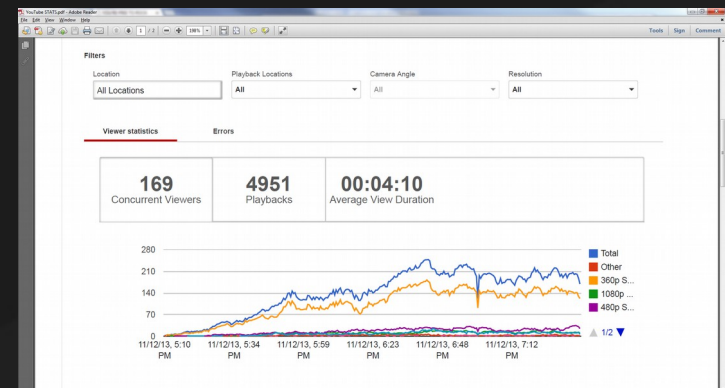
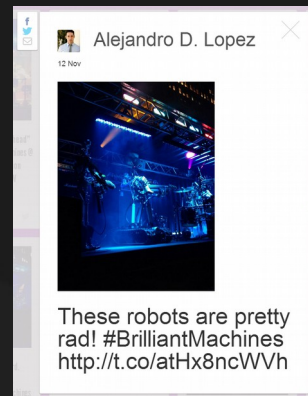
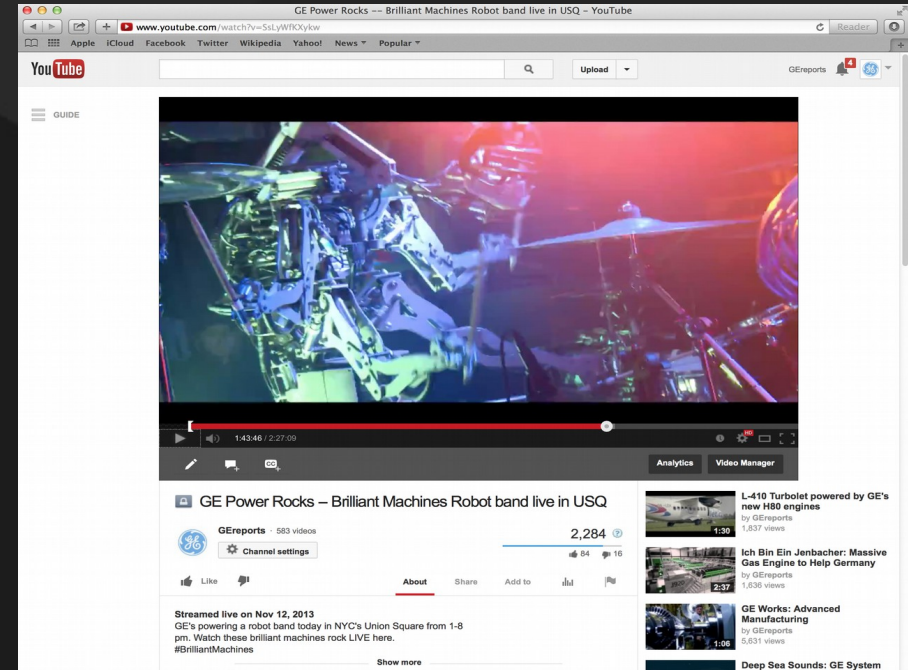
Links to Facebook and Twitter encouraged sharing.

Tweets and posts were pre-populated with #BrilliantMachines.



Live Streaming to YouTube and Social Media Connected Fans to the World

Engaged onsite	20K
Onsite Tweets	509
YouTube Live Stream (2.5 hours)	5K
Reach	609K
Timeline Deliveries	10.9M



What Our Customer Said.



Zevi Tilles
President
ATM Media
Network

“Our strategic alliance with ChirpVision has created synergies which combined to deliver our client GE an experiential marketing program with mobile, social, and offline components that entertained and inspired New York City. The social activation tactics allowed the online world to engage with the event in real-time. Chirp is the ideal team to work with and always exceeds expectations!”