



## PHOTO/VIDEO GREENSCREEN GILLETTE MAKE YOUR OWN MUSIC MIX & 3D VIRTUAL STYLE

To promote the launch of Gillette Fusion during a nationwide mobile marketing tour, Fullhouse developed a way to use photo green screen technology to pull people into a virtual world where they could test drive new beards and hairstyles.

Allowing people to interact with the technology creates a more compelling, immersive experience for consumers. Fullhouse created two interactive kiosks — a “Make Your Own Music Mix” and a 3D “Virtual Style” station.

The “Make Your Own Music Mix” station let users create their own audio blend, and then retrieve it as an MP3 or downloadable ringtone from the web. The “Virtual Style” station took a

consumer’s photo and rendered a 3D “virtual head” from the photo — sans hair.

The user chose the facial hair of his dreams and then printed or e-mailed the new look to share with friends. At the time, nothing like this had been done before via a mobile tour and consumers were amazed at their likeness in 3D and the ability to create a custom ringtone.



Nothing like this had been done before



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