



CREATIVITY  
+ TECHNOLOGY

# DISTRICT UNION – A DAY IN THE LIFE OF TOMORROW

INTERACTIVE INSTALLATION

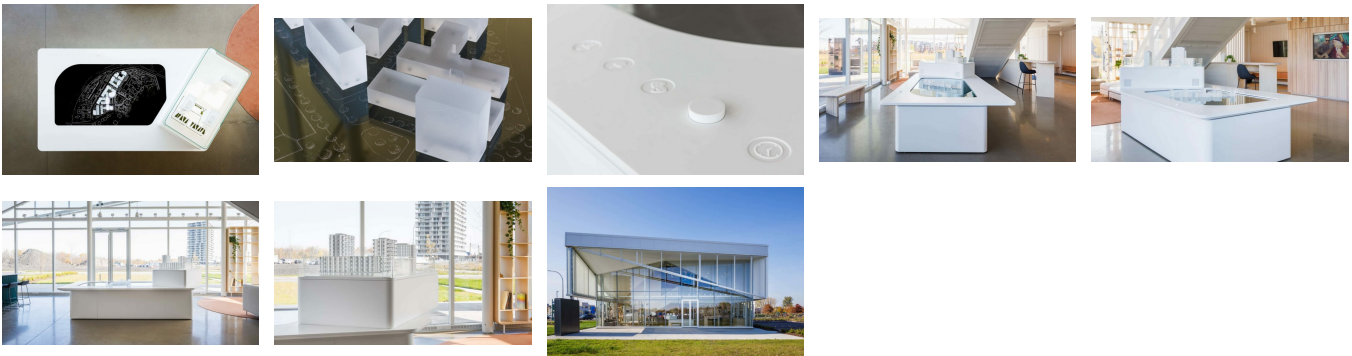
## AV system, equipment and integration

Lachenaie, Canada, 2019

District Union is a future intergenerational community being developed in Terrebonne, in the Lanaudière region, by Selection Group.

The developer hired XYZ to come up with an innovative solution for their sales office in Lachenaie. The goal of this interactive tool was to promote the new complex in a fresh, new way and, ultimately, to drive sales.

Embracing an unconventional approach, XYZ's teams dreamed up an interactive multisensory solution that would give prospective residents a sneak peek at a typical day in their future living space



### Description

This unique perspective is a compelling tool for the sales team as it gives buyers the chance to visualize what it would be like to live in this modern and vibrant neighbourhood.

Using interactive buttons near the mockup, real estate agents can provide answers to any questions about the development in a personalized way. They can also highlight specific benefits in response to each client's queries.

The interactive mode can be activated by placing a specific object on one of the icons. Content includes a series of audiovisual presentations that identify and promote key themes. The sequence of these presentations is entirely up to each agent.

XYZ also set up a large projection screen, a monitor, a projector and speakers to create a multipurpose room for team meetings. The new audio equipment was wired into the client's existing entertainment system to facilitate subsequent use.

## Expertise

Audio  
Video  
Control systems  
Interactivity  
Stage design

## Mandate

Technical Direction  
Design  
Equipment supply  
Installation  
Calibration and programming  
Scenography

## Production

cadabra