

INTERACTIVE RUBIK'S CUBE

CASE STUDY



When Huawei launched their latest smartphone, they wanted to create a spectacle and get people talking.

Working with Kerve Creative, ImmersiveAV Expo designed and built a 4.5M high interactive Rubik's cube which used the device's groundbreaking AI to help users complete the famously difficult puzzle. That got people talking!

50,000

**Likes on a single
Instagram post**

“ImmersiveAV Expo were crucial to bringing the Huawei Rubik's cube to life. They were on hand throughout the project, advising on different options and helping us define the best solution for a unique brief. The project was challenging, but ImmersiveAV Expo's flexibility ensured we delivered a show-stopping installation.”

Sam Taylor
Client Services, Kerve



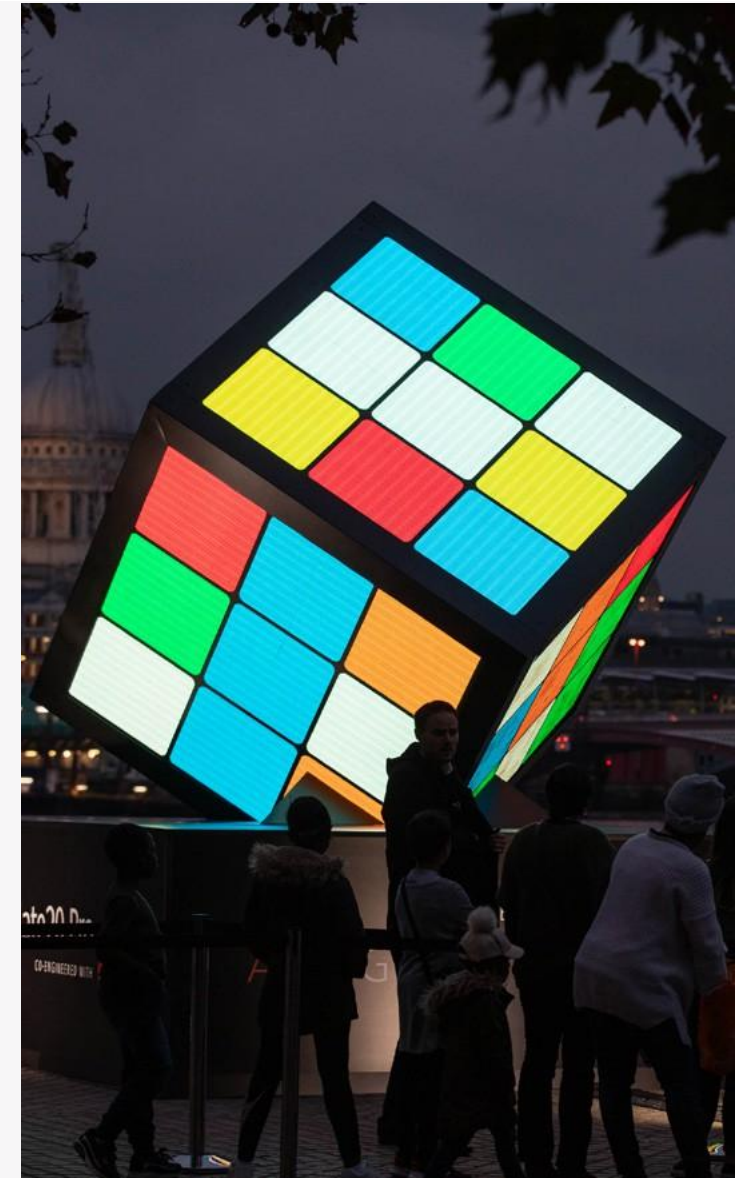


THE CHALLENGE

Tasked with creating an interactive spectacle for the launch of the Huawei Mate 20 Pro, Kerve Creative enlisted ImmersiveAV Expo to bring their ambitions to life.

What better way to demonstrate the Mate 20 Pro's ground-breaking AI capabilities than to use it to help solve a Rubik's Cube, a conundrum with 43 quintillion possible combinations?

The challenge was to design and build a digital Rubik's cube, providing the systems integration to connect it to the Huawei Mate 20 Pro, allowing members of the public to interact with the cube over a two-day period on London's Southbank.

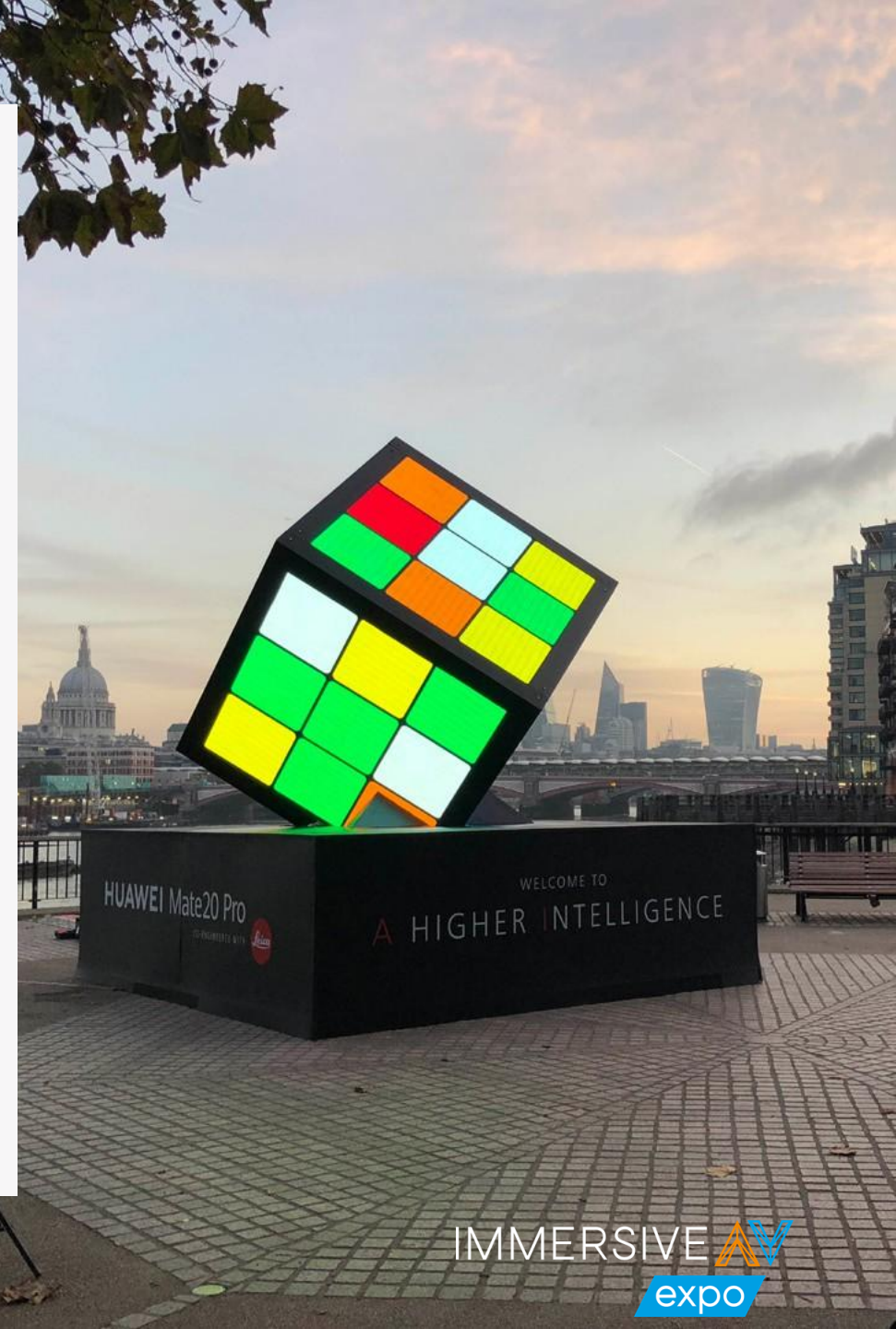


THE SOLUTION

ImmersiveAV Expo provided all the technical support to assist Kerve Creative achieving their ambitions. The most visual element of the installation was the 3M3 Rubik's cube, which standing at 4.6M tall was sure to attract attention. We designed and built the framework for the cube, using Unilumin 4.8mm LED panels to portray the coloured squares of the Rubik's cube. The installation was active for 10 hours a day, so needed to be reliable and weatherproof.

We took care of all systems integration needs, using ultra-high spec computers to connect the Huawei Mate 20 Pro via a temporary wireless internet connection, provided by ImmersiveAV Expo.

Kerve developed an app, which offered prompts to help users complete the cube far quicker than they would be able to without the game-changing AI of the Mate 20 Pro.





IMPACT & RESULTS

The brightly-lit Rubik's cube was visible from a distance along both banks of the River Thames, attracting attention as an interactive beacon of the Huawei brand.

Thousands of passers by stopped to look at the cube, with the app registering hundreds of different interactions from Huawei customers engaging with the experience. As well as generating an enviable amount of attention to people actually there, the impact resonated across social media too, with brand ambassador, Georgia Toffolo from Made in Chelsea attracting 50,000 likes to a post on her personal instagram profile.



“ The partnership with Kerve was brilliant. We each had our areas of expertise, and together we delivered a truly stunning and very interactive brand event for Huawei. ”



Danny Pearce
Commercial Director

WHAT TO EXPECT FROM IMMERSIVEAV EXPO?

The range of services available from ImmersiveAV Expo is as exciting as it is broad. Our technical production capabilities are second to none, we're trusted by leading brands such as Adidas, Huawei and Vodafone. Not only do we have experience at bringing ambitious ideas to life, but we also stock just about every bit of AV & IT wizardry you'll ever need, through our parent company, ITR Events.

Our digital content team is cutting edge, creating engaging digital experiences and helping the world adapt to the new normal. Virtual environments are in great demand, we've supported the RAF and Autodesk with fully immersive 3D events.

StudioX, our nationwide network of streaming studios, helps you reach a global audience from a local studio space.

◁ **Virtual experiences—bespoke 3D environments, with unparalleled interactivity.**

◁ **Live streaming—from green screen to XR, our StudioX network will help you connect.**

◁ **Technical production—interactive AV installations to enhance engagement.**

◁ **AV rental—our parent company has every kind of AV & IT wizardry you'll ever need.**



“The team at ImmersiveAV Expo really come into their own on a project like this—when the client has a specific vision of what the end product should be, but enlist our technical production expertise to help them achieve their goals. We’ve worked on dozens of brand activations, and know what it takes to attract attention and maximise engagement. If you’re planning a brand event, we’d be delighted to discuss your requirements and help you deliver the wow factor.”



Scott Holman
Managing Director