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3M
Innovation Centre

CLIENT

3M is a multinational organization that employs 88,000 people worldwide and produces more than 55,000 products, including: adhesives, abrasives, laminates, passive fire protection, and optical films.

CHALLENGES

[1]   Help innovation centre staff to give clear and engaging presentations.

[2]   Software must be approachable and easy to use.

[3]   Create a memorable interactive experience.

[4]   Display a variety of images and videos.

nsquared was approached by 3M Australia to work together to create an interactive experience for the new Innovation Centre at its Sydney Headquarters.

The 3M Innovation Centre showcases eleven of the 46" 3M technologies that are relevant to its Australian market.

"The trainers love using the interactive screens because it makes it easier for them to give their presentations."

PHIL CURRY, 3M ENGINEERING & FACILITIES MANAGER.

3M - Innovation Centre

SOLUTION

nsquared provided the multi-touch, multi-user software for each of the eleven stations, and two 46" touch tables. Each station features a 15" touch screen display to present product information, a variety of images of the product in use, and short video clips.

3M presenters cycle through the Centre with groups of customers ranging from C-Level Execs to high school science and technology students. Using nsquared attractor, the presenters are able to clearly articulate product information and use cases to the audience.

BENEFITS

[1]   Presentations became a hands-on experience.

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[2]   Showcased the best of 3M technology.

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[3]   Multi-user UI allowed many visitors to interact at the same time.

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[4]   Multi-touch UI was easy to learn and enjoyed by people from all walks of life.

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nsquared is proud to support 3M Australia in its goal to move forward as an innovative and technology company.

nsquared

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PHIL CURRY, 3M ENGINEERING & FACILITIES MANAGER.

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