

Out of Home Innovations Nomination 2019 – «MYSTRATOSJUMP»

At Red Bull Media World at the Swiss Museum of Transport in Lucerne, visitors can use virtual reality, augmented reality and other technologies to experience the world of new media. But how do you let passers-by in Lucerne's city centre know that these exciting experiences even exist? The answer: by developing an interactive DOOH poster which, for five weeks, puts passers-by in the shoes of stratos jumper Felix Baumgartner. Using the latest iOS technology, a camera tracks the movements of people in front of the screen, while a digital mirror image puts them in a spacesuit. The whole thing ends with a cliffhanger: if you want the full VR stratos jump experience, complete with the initial leap, visit Red Bull Media World.

MyStratosJump

Customer Red Bull Media World

Creative agency Wunderman Thompson Switzerland AG

Design An Le Kevin Zysset

Text Julian Riegel

Text Wunderman Thompson Switzerland AG

Format ePanel (9:16)

Video: <https://www.youtube.com/watch?v=OZHKe7mOplc&feature=youtu.be>

