

The Realtime Project

WHAT WE'VE DONE

INNOVATION
FOR
THE CULTURE
OF NOW

What we do

We develop **realtime** solutions for the world's leading businesses and brands in the arenas of **technology**, **content**, and **marketing**.

New ventures

New technologies

New business models

New services

New products

New platforms

Who we've worked with

Realtime presents a new set of opportunities for one of the world's leading retail and service aggregators. With cautious consumers, a clampdown on credit, and the mainstreaming of e-commerce, the mall of the future must present a radically new proposition:



- A connected space for engaging shoppers in immersive multi-sensory experiences.
- A programmable platform for live events, and day – parted digital messaging.
- A converged digital and physical experience driven by an innovative mobile strategy and interactive mall kiosks.

We're helping Westfield re-think the concept of the mall and use cutting edge technology in partnership with brands to develop new revenue streams.

Who we've worked with

Realtime engagement changes the game for the world's largest handset manufacturer. Re-defined business objectives = a shift in focus from unit sales to a model of service provision and continuous connectivity.

Working alongside Nokia's lead sponsorship agency, Momentum, and in partnership with creative team, Fearlessly Frank, we helped develop Nokia's 2010 entertainment marketing strategy: Go Deep Into Film – a multi-tiered platform tactically designed to drive registrations and maintain continuous touchpoints with users.



NOKIA
Connecting People



momentum

Who we've worked with

The ability to broker win-win relationships between major players and innovative start-ups is one of The Realtime Project's USP's.

In October of 2009 We introduced Microsoft's Agency Solutions Group to Jigsaw Global, a start-up producer of digital content workshops and events targeting creative professionals in the film and television industries.

End result: a cash sponsorship deal for Jigsaw's premier Digital Dive event at the 2010 Sundance Film Festival.

Microsoft



SUNDANCE
FILM FESTIVAL



JIGSAW
GLOBAL

Who we've worked with

Mobile location services are the amongst the hottest trends for 2011.

We worked with leading mobile navigation provider Telmap and mobile location based social network, Gypsii, to discover ways they could work together to bring social networking and content to Telmap customer's.

The Telmap – Gypsii relationship has been formalised and we look forward to this partnership driving a rich solution combining key social media, navigation, search and mapping in a compelling experience.



Who we've worked with

Sporting and fitness events present great opportunities for realtime engagement before, during, and after the event.

Working with IMG's Mass Participation Sports division, we developed an activation platform for Sony Ericsson's Run to the Beat – a music-themed marathon event for novice runners.

The solution: a content service for runners and fans encompassing training tips, customised playlists, live race-day information and updates, and integrated community functionality to sustain engagement across online and mobile platforms.



Sony Ericsson



Who we've worked with

The true convergence of broadcast television with mobile interactivity is a complicated proposition.

A pioneer in the interactive television technology space, TwoWay Media developed a groundbreaking solution for integrating near-realtime SMS communication with an on-air television broadcast.

Building on their success in the UK market with Turner Broadcasting and the BBC, We worked with TwoWay to introduce their text-to-screen solution in the US in an aggressive 6-month business development initiative targeting major cable and terrestrial broadcasters.



Principles:

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