

## Web site and consumer propositions for Ovei Personal Media Capsule

Ovei is a digital media experience capsule. Conceived by British designer Lee McCormack and engineered by the McLaren F1 Team, Ovei offers a vast array of potential applications. Following an introduction by a major London PR agency, Lee came to me to help define the pitch, messaging and different opportunities across both consumer and business sectors. Using assertive, emotive and persuasive language this, the consumer web site, clearly sets out Ovei's five reasons to buy: Relax, Game, Meet, Create and Learn. Consulting and Copy: Ian Castle, Freelance Copywriter. Webdev: Folk

*Extract:*

**Game in an environment that's utterly immersive. Experience breathtaking, adrenalin-filled action. Play and compete like never before...**

There's game play on a home computer or console.

And there's game play in an Ovei.

Put simply, the difference has to be experienced to be believed.

It's all about the environment: the Ovei delivers a personal, all-enveloping sensory assault.

Ovei is your escape. A gateway to a myriad of digital worlds.

Pilot a Spitfire. Conquer alien forces. Raise the stakes at Poker, Roulette or Black Jack online. Drive to Grand Prix victory. Rescue prisoners from their fate. Any time, day or night, Ovei waits to play.

Breathtaking. Challenging. Stimulating. Game in your Ovei.

**Relax in a space that envelops your senses. Sit back. Close the door. Recuperate, reflect and unwind....**

Life, at times, can be stressful.

Ovei is the ultimate retreat.

In the office or in the home, your Ovei is your sanctuary. Ovei relaxes. Ovei soothes. Ovei calms, cossets and cares.

The perfectly sculpted seat, gently semi-recumbent, guarantees optimal lumbar support. Supple, hand-stitched hide upholstery draws on luxurious automotive cues.

Close the electronic door and your world is instantly womb-like. You're utterly at peace.

Some days you'll want to continue the silence. Others you'll use the integrated aural and visual technologies to help you power-nap, meditate or fall deeply asleep.

Health, well-being, recuperation and more. Relax in your Ovei.

For Sale. Persuasion.™



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