

Promotional abstract copy, Ovei capsule, at the Economist Media Convergence Forum, New York

The annual Economist Media Convergence Forum in New York City brings together thought leaders, marketing professionals and technologists to consider the latest opportunities and impacts arising from technology-driven media convergence. This promotional abstract for the Ovei capsule session concisely outlines the brand's influence within growing experiential technology category. Copy: Ian Castle, Freelance Copywriter. Client: Oculus Group.

Extract:

Ovei digital media experience capsule celebrates convergence

Ovei is a personal, state of the art digital media experience capsule: a highly refined, immersive integrated environment designed to allow a user to access, experience, interact with and enjoy any media source.

Conceived by British designer Lee McCormack and engineered by the McLaren F1 Team, Ovei unites the excitement of ubiquitous media, the power of experiential and sensory technology and the potency of media convergence.

The Ovei is an experience. Each capsule offers a sanctuary inside which to explore today's rich multimedia, multichannel content. Ovei offers a place to be entertained, to learn, to create, to work, to communicate, to research, to play or simply to relax.

Enveloping 5.1 surround sound, ambient lighting, climate control and an HD flat screen display provide the ultimate environment for computer gaming, web browsing, watching films, listening to music, videoconferencing, learning or writing and composing. Specialist enhancement options include Dell Alienware gaming hardware and aromatherapy functions.

Ovei customers range from global brands like Dell, Alienware, Disney, Diageo (Johnny Walker), Saatchi & Saatchi, McLaren F1 and Ascari to private individuals including sports personalities, rap stars, business leaders and Heads of State.

Other Ovei applications outside of the leisure industry include healthcare and spa treatment diagnostics - capturing and sending patient data to doctors, practitioners, therapists and psychologists worldwide - and delivering cognitive therapy for performance enhancement in sport.

The Ovei draws on several advanced technologies and is currently being showcased at the Fast Forward F1 exhibition in the Science Museum, London.

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Economist Media Convergence Forum Ovei capsule summary

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