



CAPABILITIES OVERVIEW

Let us inspire you.

*groove
jones*

WHO IS GROOVE JONES?

Groove Jones is an award-winning, creatively-led studio where accomplished artists and thoughtful engineers leverage preeminent technologies and processes to produce innovative solutions and engaging experiences.

For nearly ten years, Groove Jones has continued to help the world's most recognized brands innovate and connect with their audience using emerging technologies, such as AI, AR, MR, VR, WebGL, and what's next.

We are an industry leader, taking home over 250 international recognitions, including multiple ADDY, Shorty, Clio, Digiday, PRWeek, and Event Marketer Awards. Plus, we've earned three patents for our work.

Let us inspire you.



WORKING WITH GROOVE JONES

We work in small, innovative, multi-disciplinary teams in a collaborative environment. This approach encourages ideation and innovation, reduces wasteful efforts, and creates more time to prototype, build, and test the digital experiences we create.

You often can't "Google" what we are working on because we live in a world of Beta; we are constantly working on what's next, giving us a solid understanding of the newest technologies before the rest of the world uses them.

User-centered design is at the heart of our process: from discovery to iterative refinement, every team member focuses on the quality of the user experience.

Our clients love working with us because we are 100% committed, and our innovative thinking consistently generates results and awards.



**WE'VE DONE
THIS BEFORE**





Client: **7-Eleven**

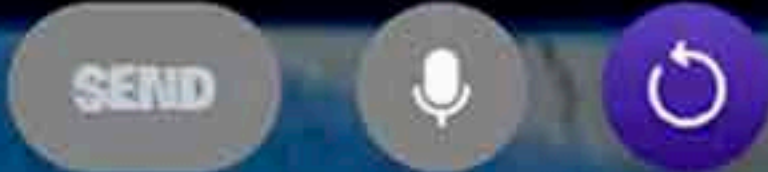
Volumetric capture animation and CGI of Day Prescott for the official 7-Eleven App.

Video - <https://f.io/eBRpjftk>



What's your name?

Bennett



Client: **ACME Innovation + Warner Bros. Discovery**
The site allows fans to engage in an AI-powered conversation with Scooby and Shaggy, create a Mystery Inc. avatar, and purchase personalized merchandise. Case Study - <https://tinyurl.com/wb-scooby>




HANDS-ONLY CPR




Learn how to give Hands-Only CPR and use an AED. You'll push hard and fast in the middle of the chest to the beat of the music, 100-120 beats per minute.

GAMEPLAY MECHANICS

- Use both hands to push hard and fast in the center of the chest.
- Make sure you have enough room to move safely.
- Turn volume up to listen to cues and instructions.
- If you have a manikin you can use it for this experience. If you don't, no problem.
- For better performance, close your blinds and turn your lights on.

Eng
On
Begin Learn Mode
Begin Practice Mode
Exit



PRACTICE MODE COMPLETE

Perform Hands-Only CPR

What do you do first with an AED?	0
The AED is on, what's next?	0
What's next?	5
Once you've placed pads correctly, what do you do next?	5
What do you do when the AED is showing analyzing the heart rhythm?	5
If a shock is delivered, what's next?	5



PRACTICE MODE COMPLETE

Well Done!

You cleared all 5 checkpoints with a total score of

90

To find a CPR course, www.heart.org

Share your score with us on social media with **#AHA #CPR**



Client: **American Heart Association**

Groove Jones worked with the AHA to develop a virtual reality (VR) application aimed at teaching teenagers and adults the lifesaving skill of Hands-Only CPR and the proper use of Automated External Defibrillators (AED).

Case Study - <https://groovejones.com/american-heart-associations-hands-only-cpr-vr-experience/>



Client: **Ark Encounter**

Groover Jones developed a new VR motion ride for the Ark Encounter - a location-based experience known as the 'Truth Traveler' featuring the show "A Flood of Reality," where guests travel 4,500 years back in time to the world of Noah and the Ark. Case Study - <https://www.groovejones.com/animated-a-flood-of-reality-vr-motion-ride-experience-launches-at-the-ark-encounter/>





Client: **Aurea Software**

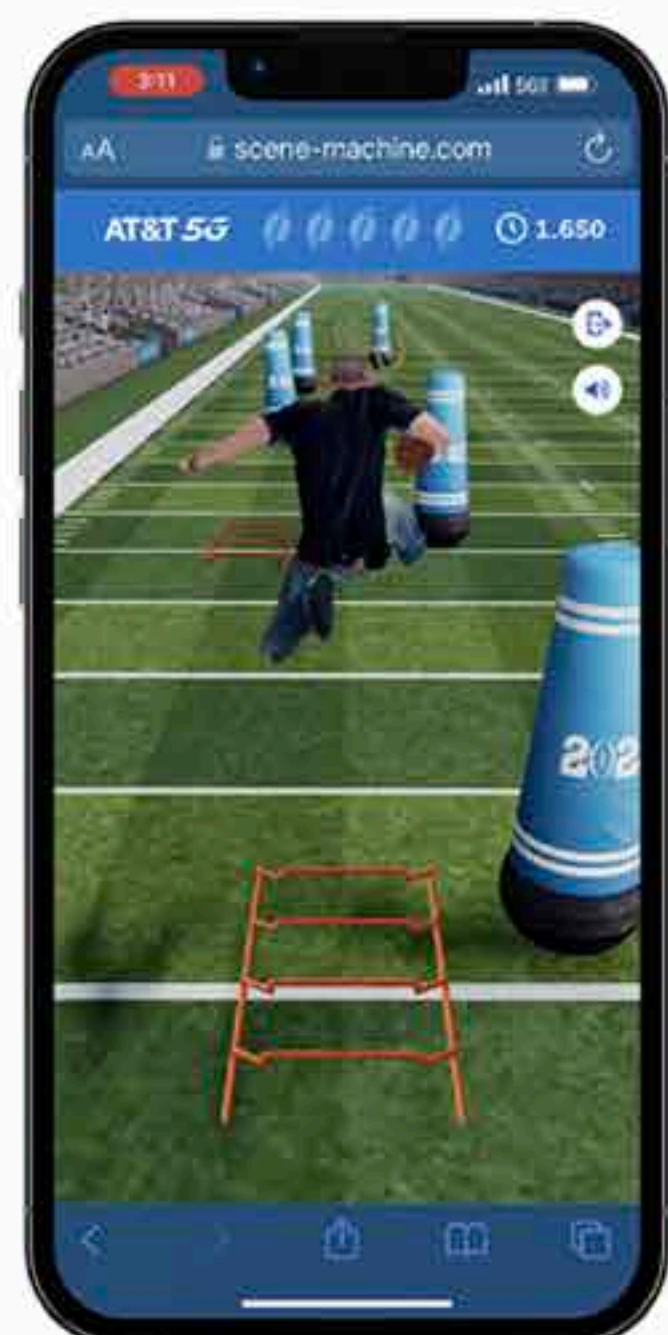
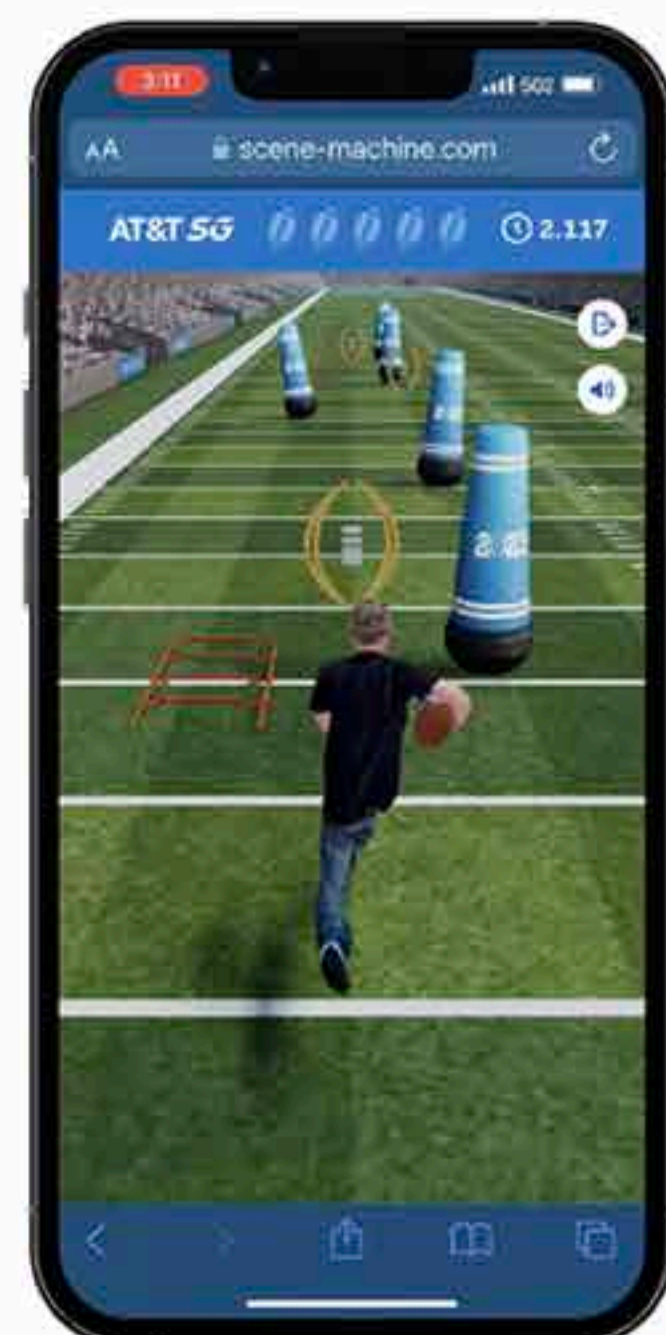
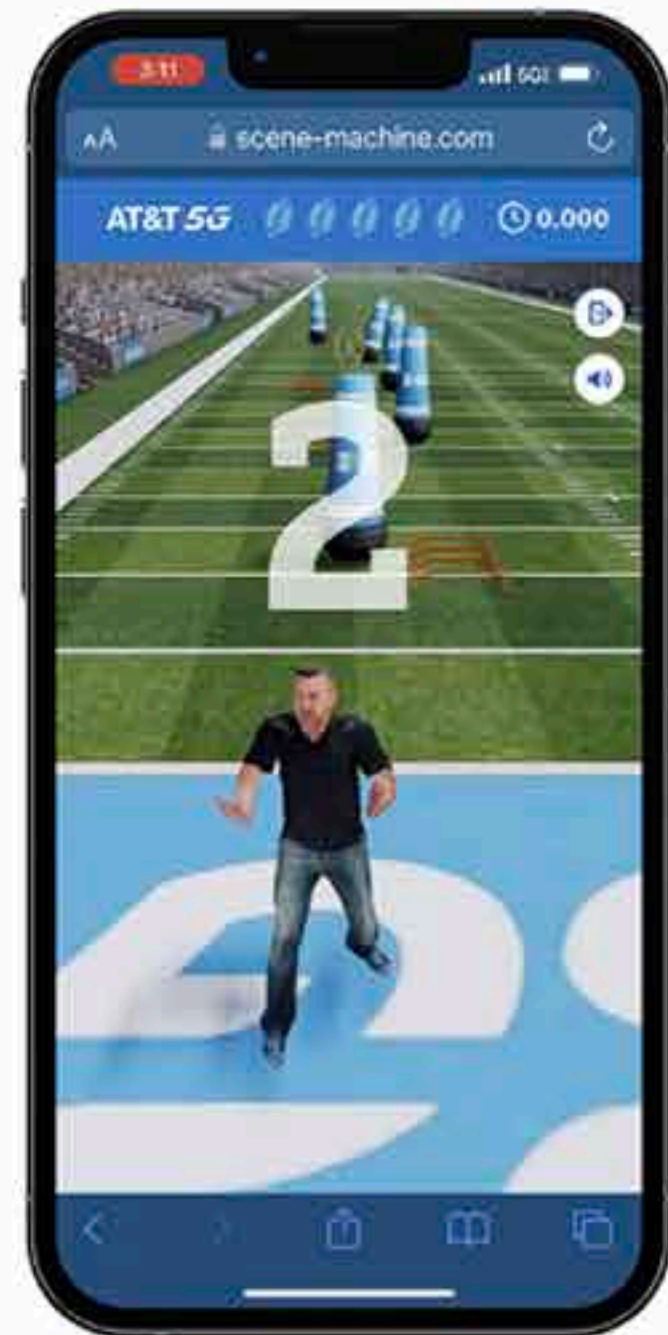
The holodeck experience leverages virtual production technologies, including a real-time render engine and an LED volumetric stage, to allow participants to step into a fully immersive space to interact with the story.

<https://www.groovejones.com/led-volumetric-holodeck-and-vr-experience-for-aurea-software-at-mobile-world-congress/>



Client: **AT&T**

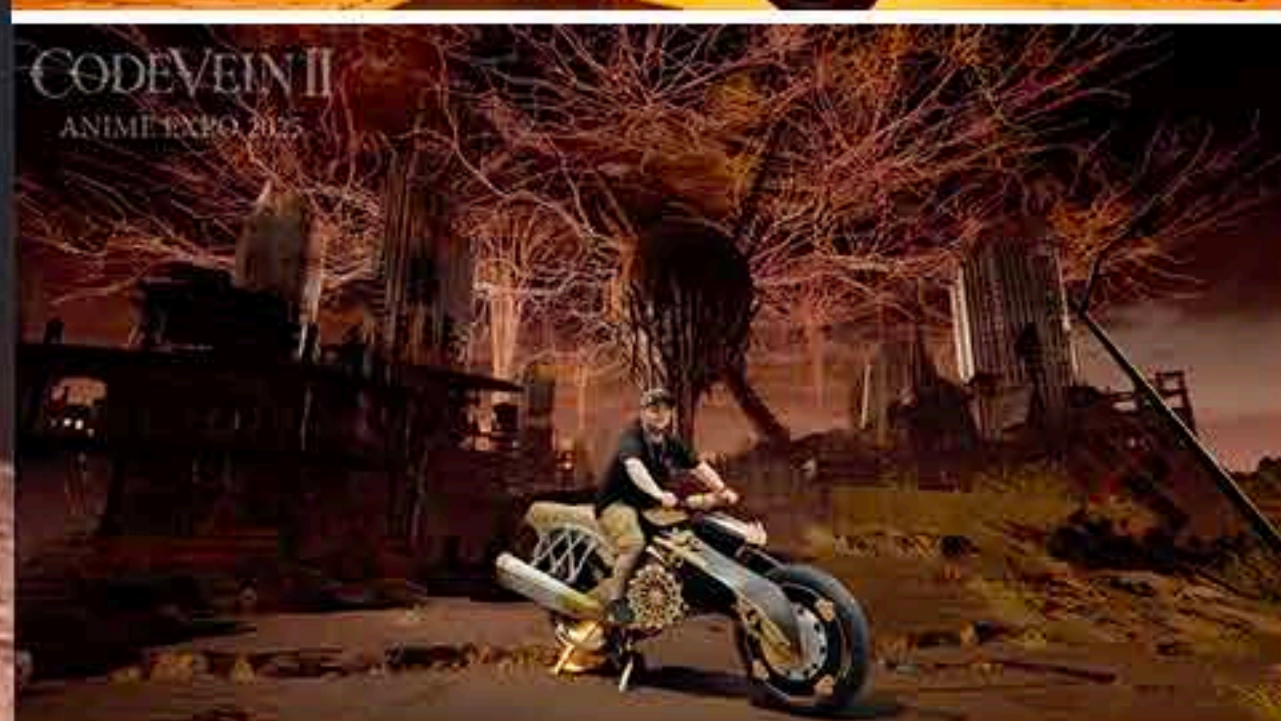
AR camera experience for AT&T's Business Summit annual B2B conference. Attendees could stand and pose for a video with their favorite caped crusader, Batman, before he flies off in his Batwing! Case Study - <https://www.groovejones.com/ar-batman-experience-att-business-summit>



Client: **AT&T**

We scanned football fans at the NCAA Football Championship with our XR Avatar Scanner. We placed them into a single-player or multiplayer game that they could play on-site on oversized displays or on their phones. Case Study - <https://www.groovejones.com/att-college-football-playoff-cfp-touchdown-dash-game>



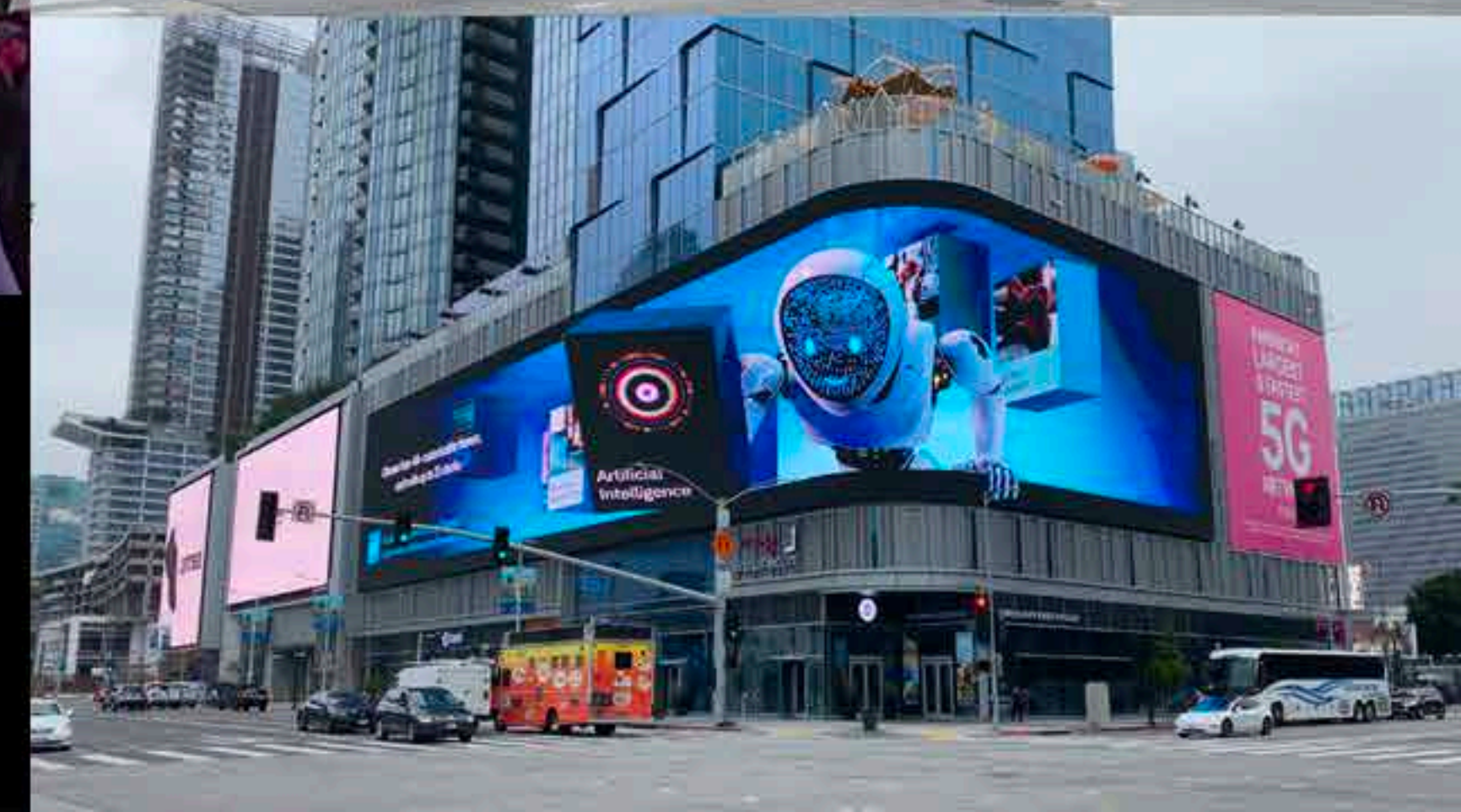


Client: **Bandai Namco**

The fan experience for the game Code Vein II involves taking their photo, and we create a video that transports them between two worlds from the game.

Video - <https://f.io/JDx11Q0g>

**BANDAI
NAMCO**



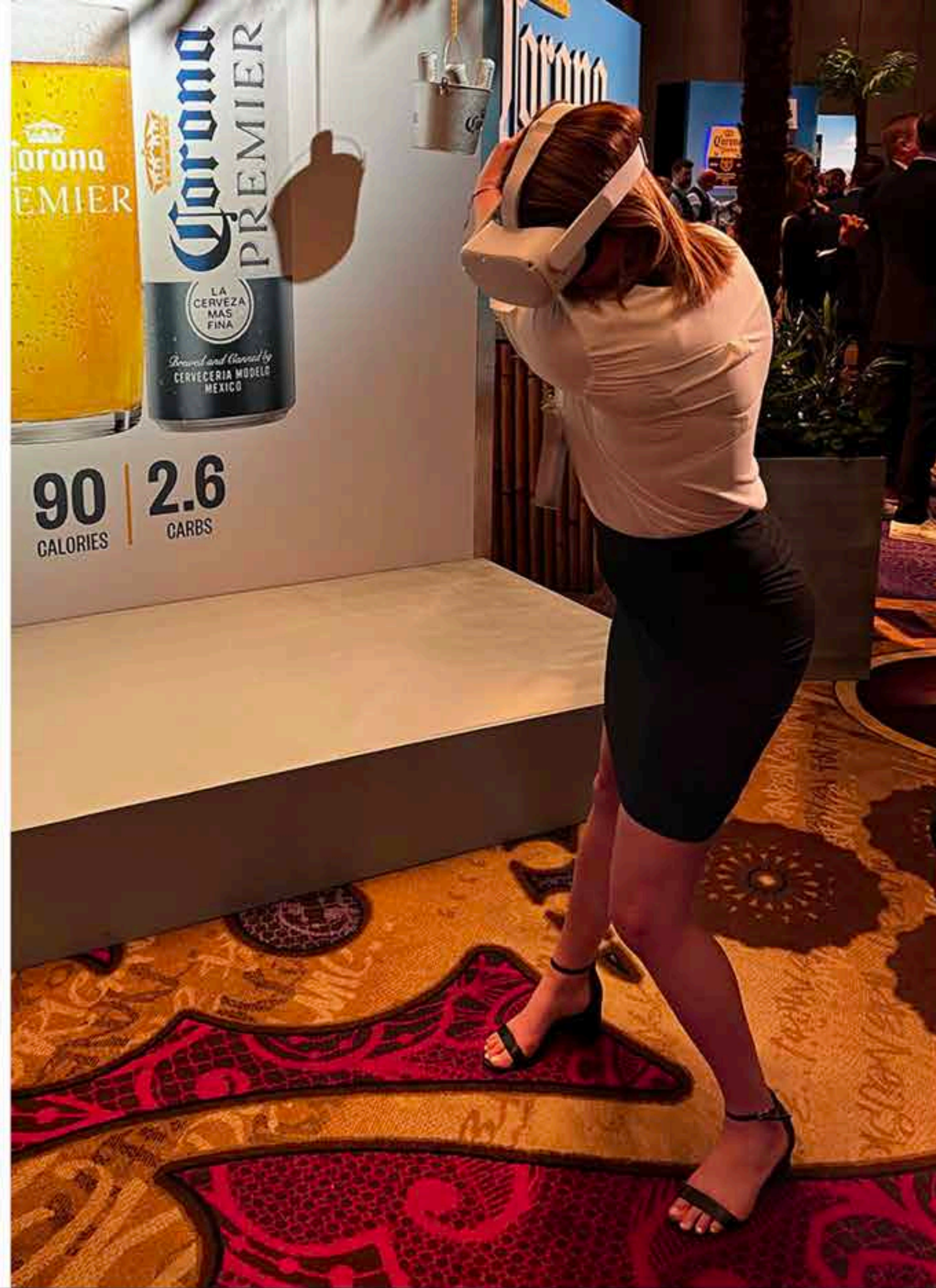
Client: **Charles Schwab**

Multiple anamorphic 3D billboards in New York and Los Angeles highlight the new Charles Schwab Investment Themes in a unique and attention-getting way. Case Study - <https://www.groovejones.com/ar-oooh-campaign-schwab-investing-themes>



Client: **Covestro**

Groove Jones collaborated with the Covestro Future of Mobility team to launch a VR experience that enables you to step into the future. Case Study - <https://www.groovejones.com/covestro-future-of-mobility-vr/>



Client: **Corona Premier**

On-Premise VR promotion for Corona Premier's PGA partnership. Vr game included three different courses with three holes for guest to choose from. Case Study - <https://www.groovejones.com/corona-premier-golf-vr-on-premise-campaign/>



Client: **Elkay**

VR and Desktop training experiences to teach emergency responders how to deal with individuals suffering from dementia. Case Study - <https://www.groovejones.com/dementia-search-and-rescue-vr-training/>



Client: **Ford Motors**

A gamified interactive VR experience that demonstrates Ford safety features. Case Study - https://www.groovejones.com/ford_co-pilot360_vr/



Client: **FX Networks**

The American Horror Story VR Experience generated 200M Social Posts and 450M Media Impressions! Case Study - <http://groovejones.com/fx-american-horror-story-fearless/>





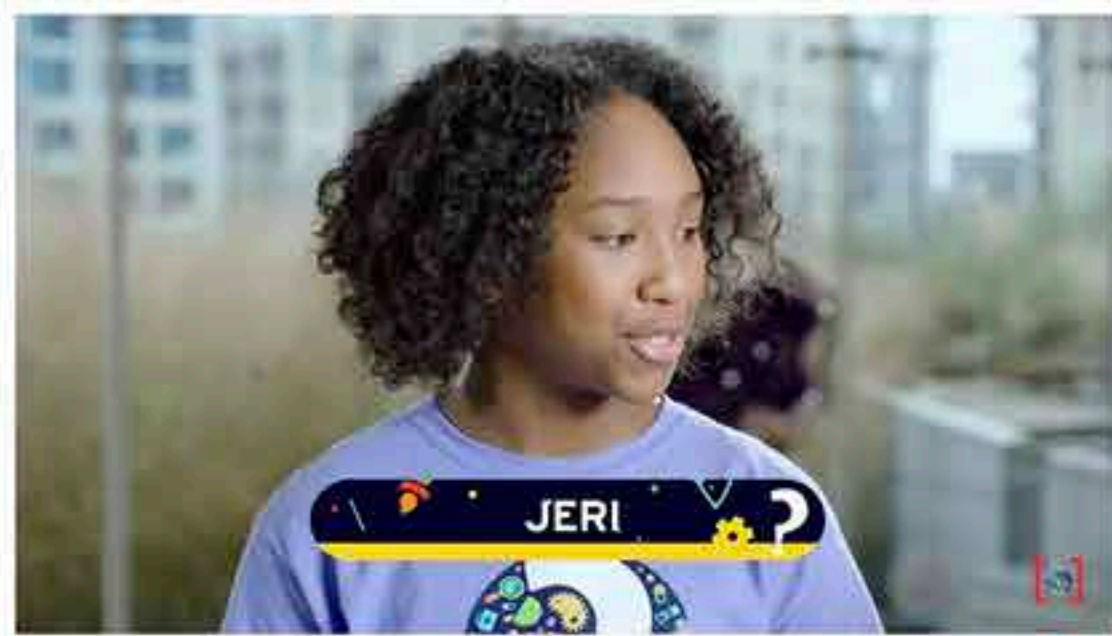
Client: **Invesco QQQ**
NCAA Final Four game fan experience for Men's and Women's Championships in Phoenix and Cleveland. Case Study - <https://www.grooveiones.com/invesco-qqq-ai-ncaa-final-four-experience>





Client: **LEGO**

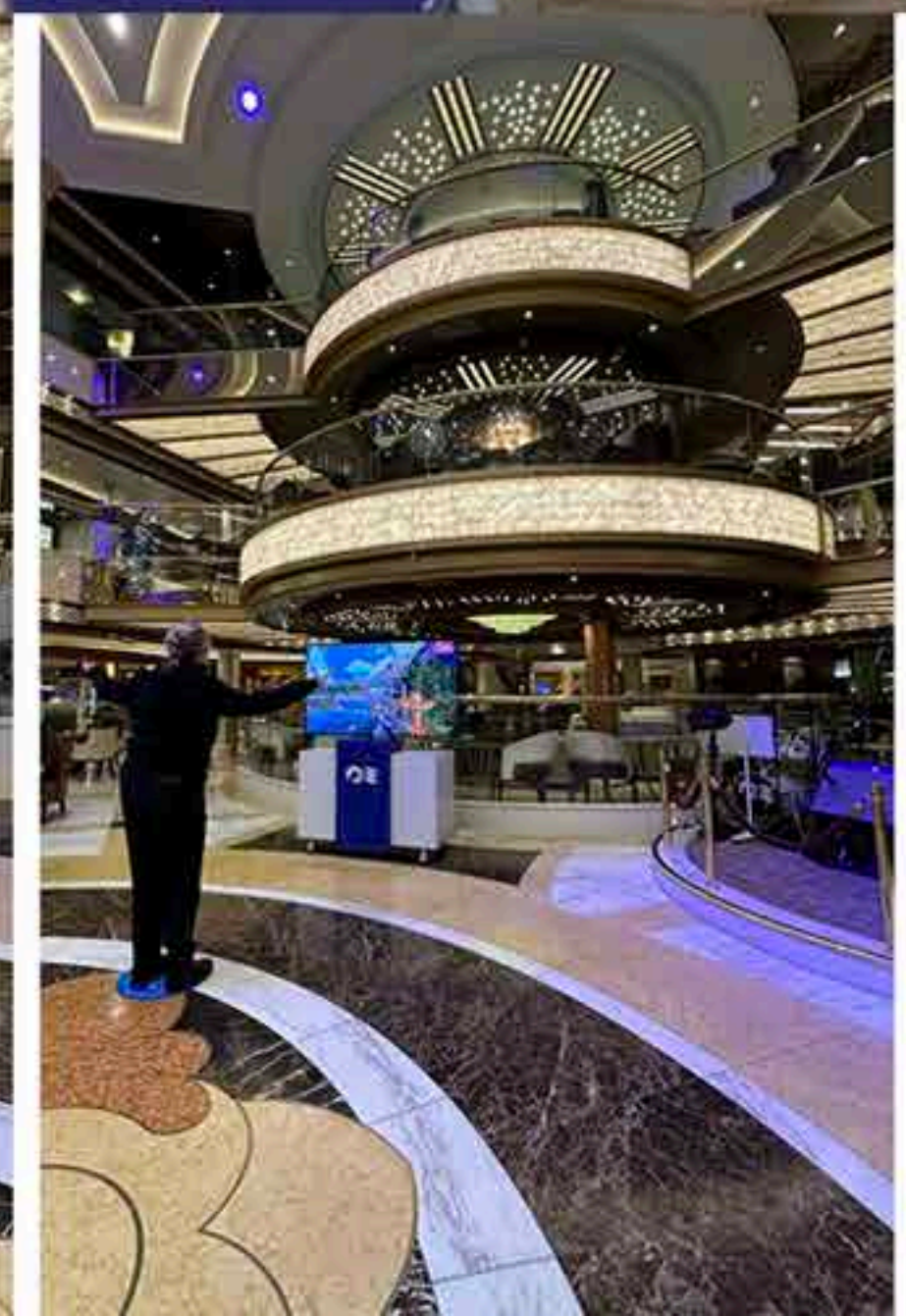
LEGO went big, and we helped create two supersized animations that were projection mapped onto Vanderbilt Hall in Grand Central Station in NYC and On the Ovation Arch in Hollywood.
Case Study - <https://www.groovejones.com/lego-play-is-your-superpower-new-york-city-and-los-angeles-projection-mapping-campaign>



Client: **Perot Museum of Nature and Science**

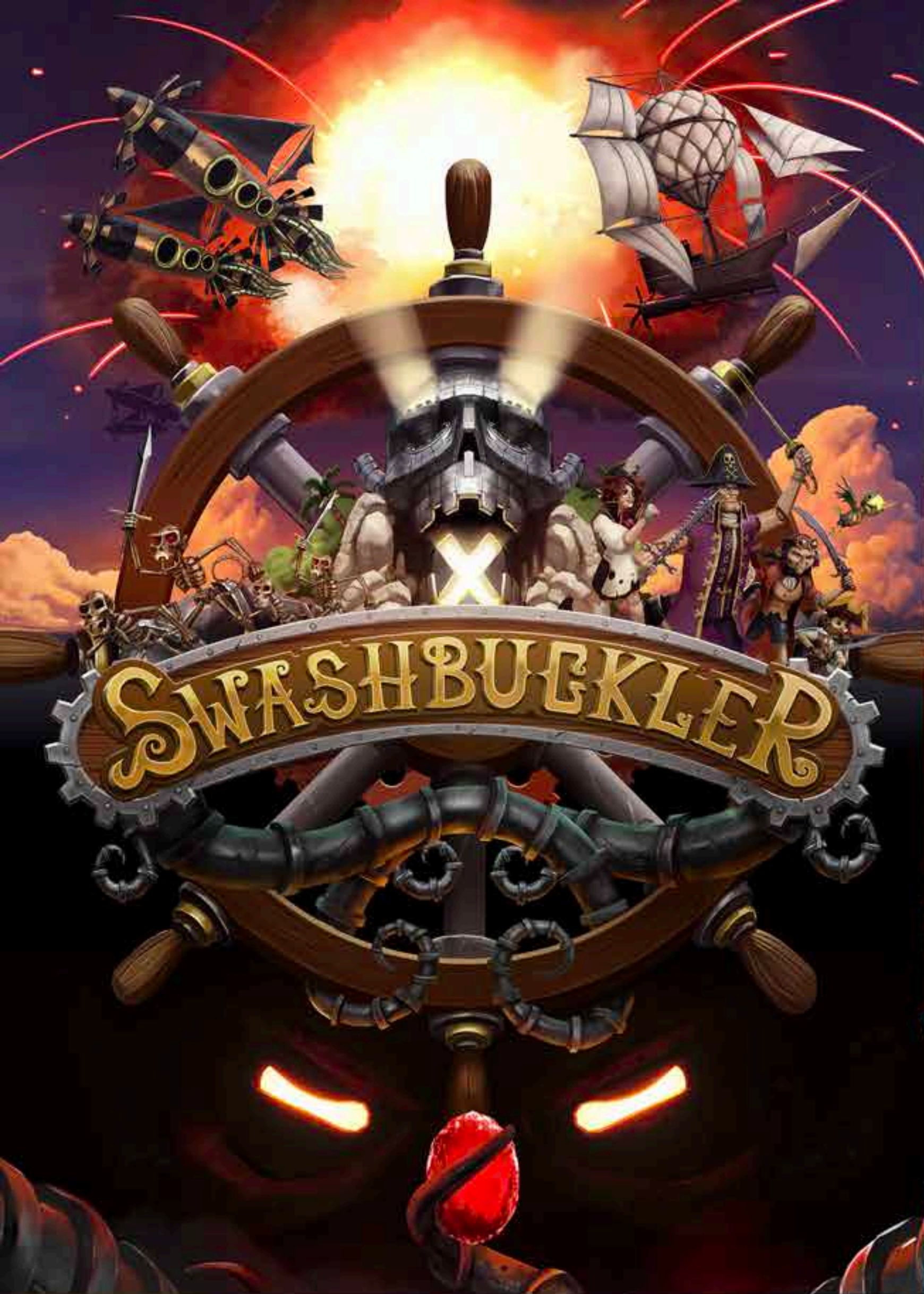
10-episode, live-action scripted series, conceived, written, directed, and produced by Groove Jones for the Perot Museum. Case Study -

<https://www.groovejones.com/the-whynauts-perot-museum/>



Client: **Princess Cruises**

An immersive, controller-free flight simulator experience created for Princess Cruises that uses computer vision and AI to let guests soar like a bald eagle over Alaska's Denali National Park. Case Study - <https://www.groovejones.com/princess-cruises-eagle-quest-alaska-game>



Client: **Royal Caribbean International**
Swashbuckler: an original location-based multiplayer VR experience. <https://www.groovejones.com/swashbuckler-multiplayer-vr-game-royal-caribbean/>



Client: **Salesforce**

An interactive multiplayer game show for the Dreamforce event, highlighting Ford customer success.

<https://www.groovejones.com/multiplayer-gamified-experience-at-salesforce-dreamforce-event-for-ford-customer-success-story/>





Client: **Spirit Halloween**

Forced perspective OOH billboard display in Times Square creates a dramatic 3D effect for the Halloween season. Case Study - <https://www.groovejones.com/time-square-oo-h-animated-3d-billboard-for-spirit-halloween/>



VOICE

MIC OFF ON

DELAY 5ms

VOLUME 100

OTTER

IN SEQUENCE

FACE TRACKING ON

MOVEMENT TRACKING

SEQUENCE BUILDER

CURRENT SEQUENCE

- Breath
- Pocket
- Open Screen
- Hear Whistle
- Close Screen
- Groom
- Eat Fish
- Breath
- End

ANIMATION

- Breath
- Pocket
- Open Screen
- Hear Whistle
- Close Screen
- Groom
- Eat Fish
- Breath
- End

BEGIN ANIMATION

Default 1 Save

Default 2 Save

Default 3 Save

Default 4 Save

Default 5 Save

Default 6 Save

Next show starts **Soon** 10:00:00



Client: **St. Louis Aquarium**

Interactive animated talk show exhibit featuring Tommy the Otter. Technology allows staff to control experience.
Case Study - <https://www.groovejones.com/otter-chat-an-interactive-animated-show-at-the-st-louis-aquarium/>

Over 250 international awards.
Three patents.
Endless possibilities.

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