

## Creating a Unique Experience Through Interactive AV Tech

### Coca-Cola Store Orlando

As the most well-known brand in the world, Coca-Cola had high expectations to fill for their flagship Walt Disney World Store. Starting from the first design, Ford AV was brought in to make sure that customers would create unique and shareable memories within an arctic wonderland found at the heart of Florida.



#### EQUIPMENT HIGHLIGHTS

Crestron Control System

Planar Video Wall with 55" Displays

Planar Ribbon & Floor Video Walls  
with 65" Displays

Mood MVP195 Media Players

Samsung 65" Displays

Martin Tripix & Rosco X24 Lighting

#### CHALLENGE

#### Matching the Precedent Set by Disney Magic

Any store within the walls of Walt Disney World must pull out all the stops to keep the 'magic' going for its customers. Coca-Cola was particularly interested in developing a high-energy and immersive customer experience that visitors would personally connect with and chat about on social media.

#### ACTION

#### Polar Bears in Florida

Coca-Cola brought its own touch of Disney magic to the park by creating an arctic paradise for its polar bear mascot that makes even mid-summer visitors feel that refreshing chill Coke beverages are famous for. When visitors first step into the store they find themselves surrounded by digital polar bears swimming around and under them in icy water. A 12-display video wall at the rooftop beverage bar serves as the entrance for the costumed mascot whose arrival is enhanced by a custom audio, video, fog and light show. Children also enjoy wiping away the frost gathering on the bears' digital enclosure and learning about the animals on large displays around the store.

#### RESULT

#### Unlikely to Be Forgotten

All in all, Coca-Cola gives its visitors an arctic surprise that refreshes their spirit and gives them a unique experience to share online. Between first-rate interactive technologies, custom animations, new AV delights around every corner and a fluffy bear hug, the Coca-Cola Store Orlando is not an experience that is likely to be forgotten any time soon.