



Case Study

Tnuva's Visitor Center

Description

Project launched May 2003
Project Management: C-nario
Content: Disk In

Overview

Tnuva is the largest food company in Israel for dairy, egg, poultry and vegetable products. Tnuva approached C-nario in order to create an educational experience for visiting children showing how familiar food products are brought to market.

Challenge

Educate children on the local products in an amusing, fun, interactive Way where children can collaborate education with entertainment And customer experience.

The Solution – C-nario Entertainer

C-nario's Entertainer™ controls a wide range of elements in the visitor center, including 3D movies, special effects, ride simulators, quest movies, projections on a water screen, personal interactive units, computer games, special sound and lighting effects, and show control. The visitor center is a 650 square meter (7,000 square feet) site divided to 9 areas - each representing a section of Tnuva's "world". The interactive experience engages all 5 senses and lasts 1.5 hours

Results

An impressive, amusing and educational experience that effectively promotes the Tnuva's brand and product line to its young generation of consumers.

