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CASE STUDY CNET



THE CHALLENGE

Find a way to make information from disparate sources, technology platforms and brands come together in an intuitive, easy to navigate manner.

THE SOLUTION

D.Workz team produced an interactive 3D model of a house through which c/net consumers could visually integrate their home entertainment components. Beginning with all the rooms of a house, consumers can choose a specific room, and then select a desired activity, such as "connect your HD receiver and TV". Once selected, the vast breadth of c/net content on that subject is displayed for easy reference.

THE RESULT

The result is a product engaging consumers to explore various home entertainment products. The program continues to generate rave reviews from both consumers and interactivity experts.