

ALIBABA EXHIBITS

VAVE®



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THE VIDEOFILES CAN BE FOUND ON:
[ALIBABA_EXHIBIT_CATALOGUE/MOVIES](#)

1. INTRODUCTION

EXHIBITION INTRODUCTION

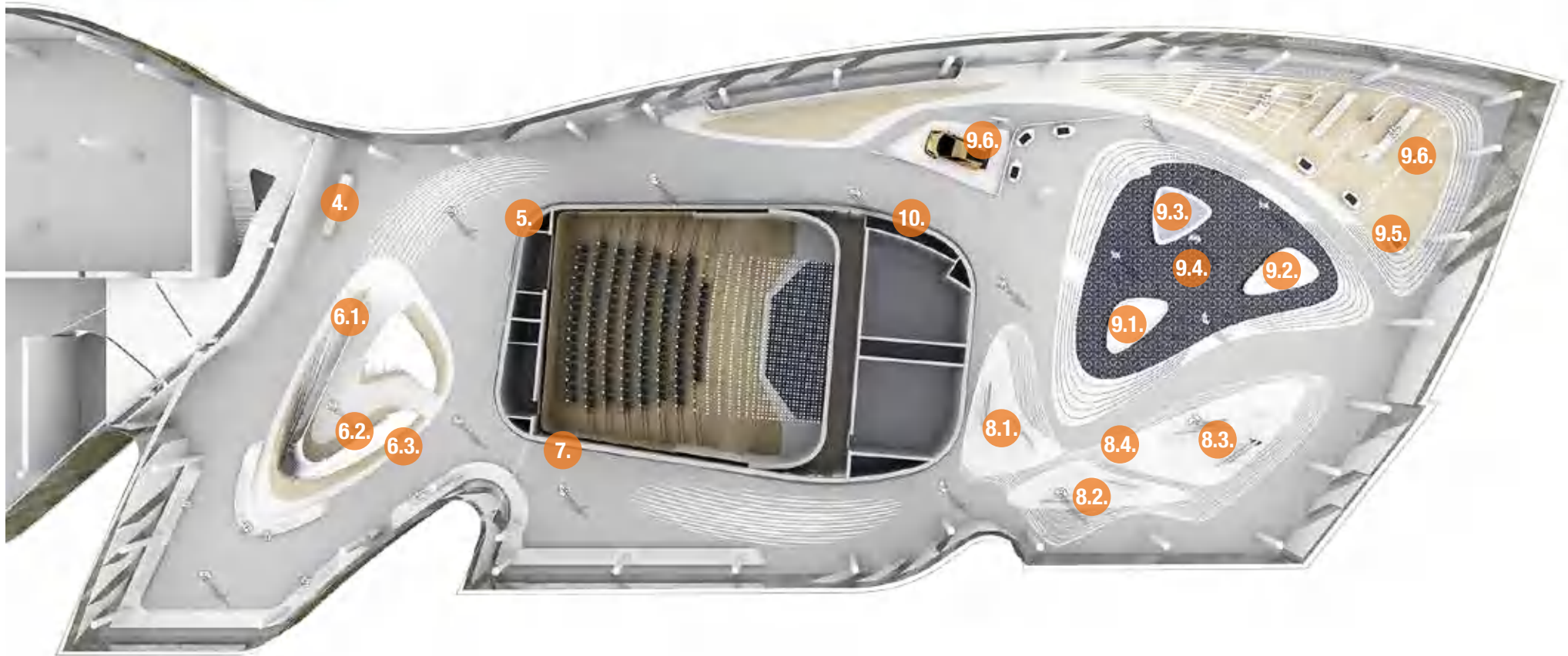
The overall experience of the showroom is based on the power of Big Data. When the visitor arrives the exhibition space he is able to collect an interactive ball by the 'ball-take' station. After selecting the right language and collecting the ball, the visitor will be lead by a guide through different areas. While this tour is guided there is another way that gives the visitor input and information, the interactive ball.

GIVE & TAKE

The interactive ball is the connection between Big Data and the visitor. The ball is the key element that belongs during the tour to the visitor. By several stations is the ball the key to activate or navigate the exhibit. But in the mean time saves the ball all your digital movements and input. This data will be used for other activities during the tour.

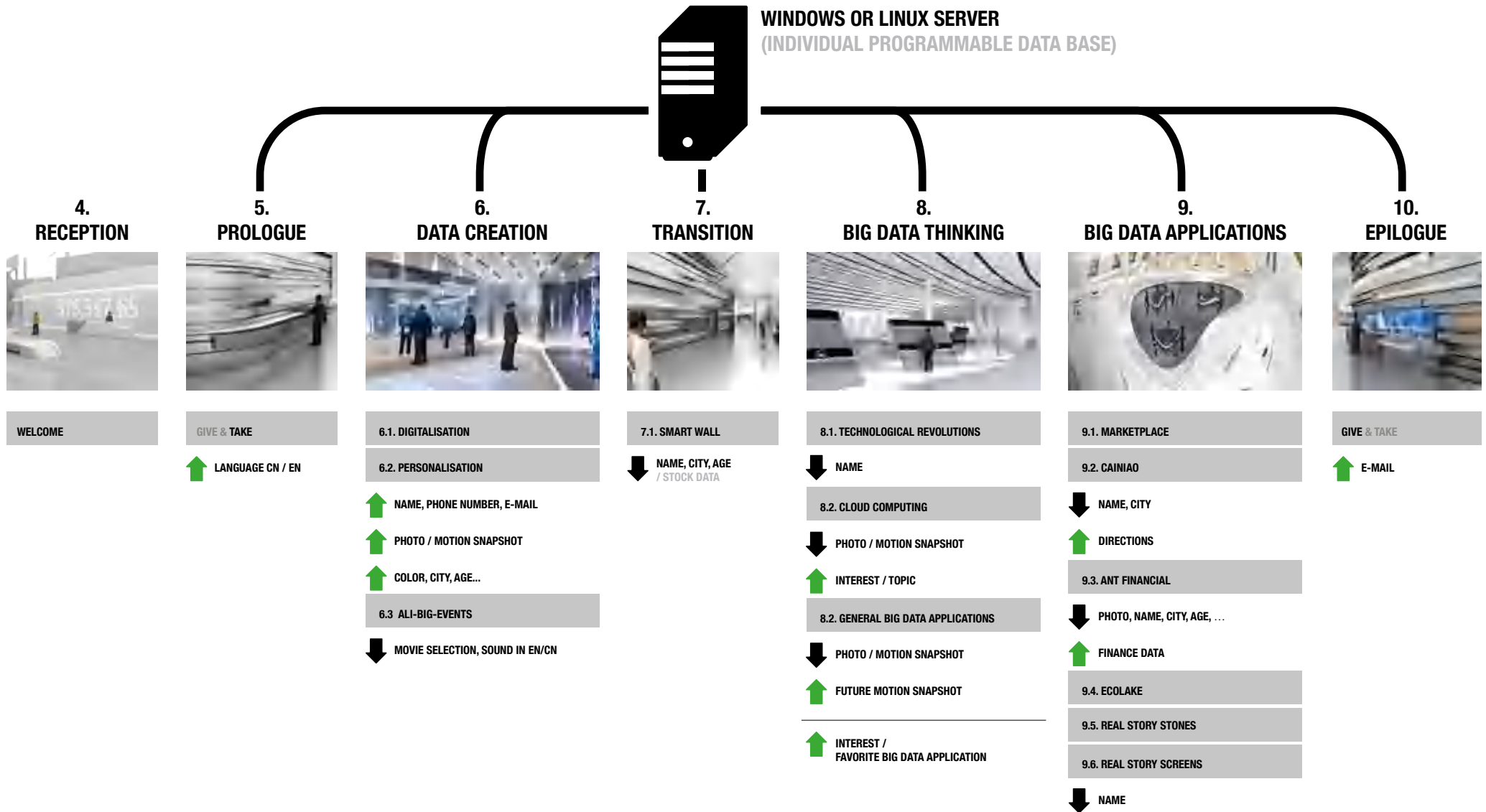
At the end of the guided tour the visitor arrives at the ball-return station. Here can the visitor 'give' the ball back and upload their personal data by means of sending a personal e-mail. The visitor can give as well by telling Alibaba in which Charity Project they should invest.

2. FLOORPLAN



Reception	Prologue	Data Creation	Transition	Big Data Thinking	Big Data Applications	Epilogue
4. Info wall	5. Ball pick-up	6.1. Digitalisation 6.2. Personalisation 6.3. Ali-Big-Events	7. Smart Wall	8.1. Technological Revolutions 8.2. Cloud Computing 8.3. General Big Data Applications 8.4. Cloud	9.1. Marketplace 9.2. Cainiao 9.3. ANT Financial 9.4. Ecolake 9.5. Real Story Stones 9.6. Real Story Screens	10. Ball return station

3. CONTENT MANAGEMENT



EVERY BALL GETS AN ID IN THE SYSTEM. THE VISITOR AND EVERYTHING HE/SHE DOES WITH THE BALL IS LINKED WITH THIS ID. THE BALL ACTIVATES ALL EXHIBITS AND ALSO SHOWS THE NAME OF THE VISITOR, THAT ACTIVATED IT.

3.1. CONTENT MANAGEMENT | INTERACTIVE BALL

SPECIFICATIONS

RGB LED Light Source •

Vibration Motor Modul •

Wi-Fi, **RFID** & NFC Chip •

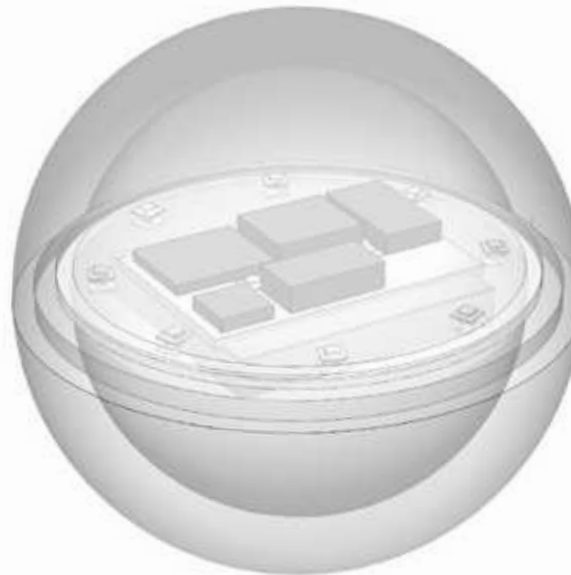
Gyroscope (Position-/Shaking Sensor) •

Speaker (10x10x4mm | 96dB) •
for Network: .mpeg code for audiofiles

Speaker (10x10x4mm | 96dB) •
for Network: .mpeg code for audiofiles

CPU (controller to run commands) •

Lithium ion accumulator •
(500-1000 mA recharge - induction)



FUNCTIONS

- glowing
- vibrating
- react & receive - act & send
- Motiontracking (Gyro)
- sound
- run commands
- NFC receiving stations
- WiFi base stations
- charging station in each exhibit

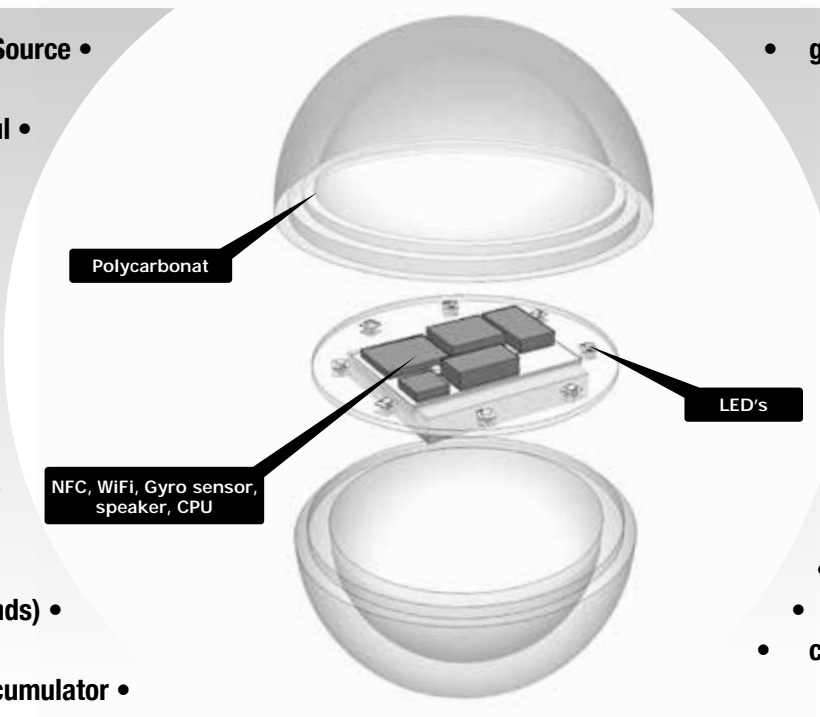
Ø 8cm, 40 pieces

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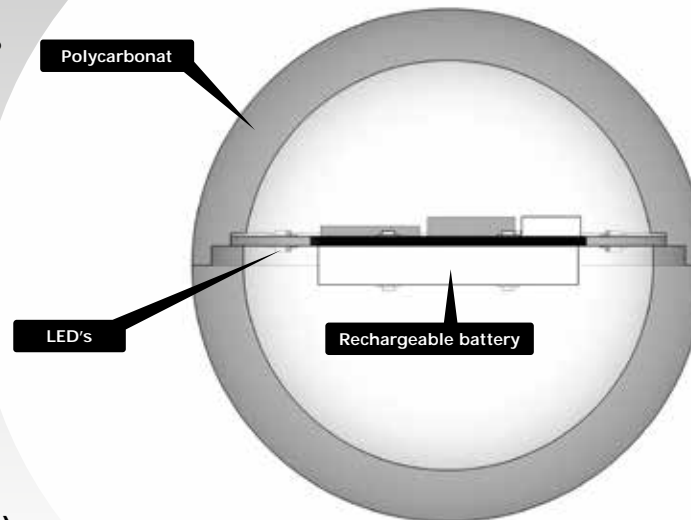
polycarbonate, dull and strewing,
not recalcitrant, so it might fall down

3.1. CONTENT MANAGEMENT | INTERACTIVE BALL

SPECIFICATIONS

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- Motiontracking (Gyro)
- sound
- run commands
- NFC receiving stations
- WiFi base stations
- charging station in each exhibit

About 4 months development
About 1 month production

4. RECEPTION

INFO WALL

On Reception:

- Registration
- Guide

Info wall:

- Welcome messages
- Realtime Alibaba numbers





ALIBABA EXHIBITS

5. PROLOGUE

5. PROLOGUE

BALL COUNTER

Visitor arrives at the showroom and will be lead to the activation area. Illuminated, capacitive buttons show the language options between English or Chinese. The ball will guide the visitor through the exhibition. Once the language selection is made, the ball starts to glow and can be released from the station.

The ball will guide the visitor through the exhibition and will collect and generate personal data.



5. PROLOGUE | EXHIBIT / TECHNICAL DESCRIPTION

Content

Each visitor will get a ball which symbolizes one data point.

Experience

Visitor arrives at the showroom and will be lead to the activation area.

They can choose from the language options between English and Chinese. Once the language selection is made, the ball starts to glow and can be released from the station.

The ball will guide the visitor through the exhibition and will collect and generate personal data.

Interactive Ball

The language selection will be realized with 2 illuminated, capacitive buttons integrated in the furniture surface. One button shows CN for chinese, the other one EN for english.

By touching one button the language will be selected and this information is saved to the ball's ID in the content management data base.

When successfully activated - the exhibit station will send a "glow signal" to the ball (NFC) and the ball starts to glow.

Visitors can take the ball to the first area - "Data Creation"

Message:

Give and take



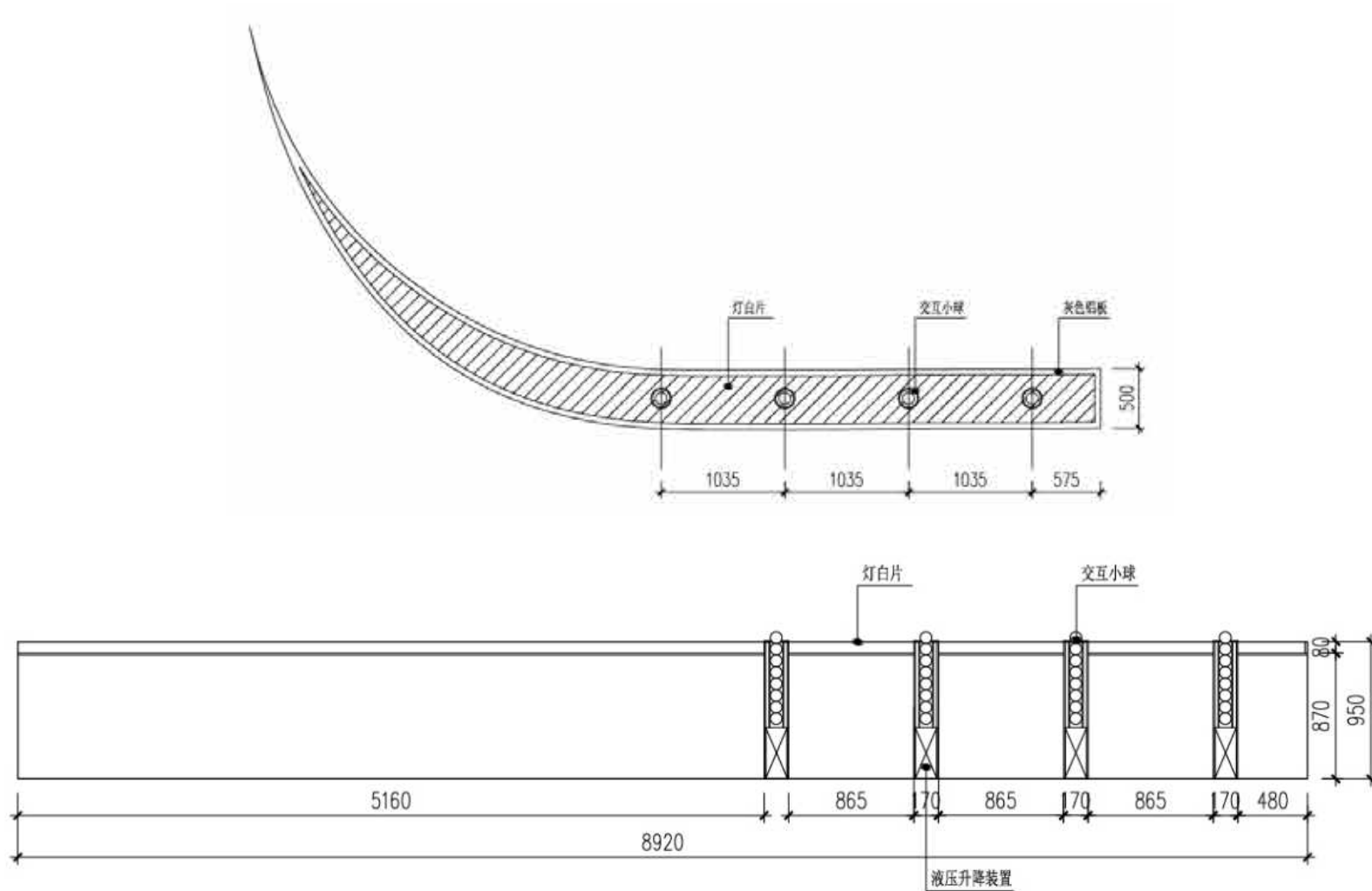
Activationsound when ball gets removed from station



Ball starts glowing when language is activated



5. PROLOGUE | TECHNICAL DRAWING



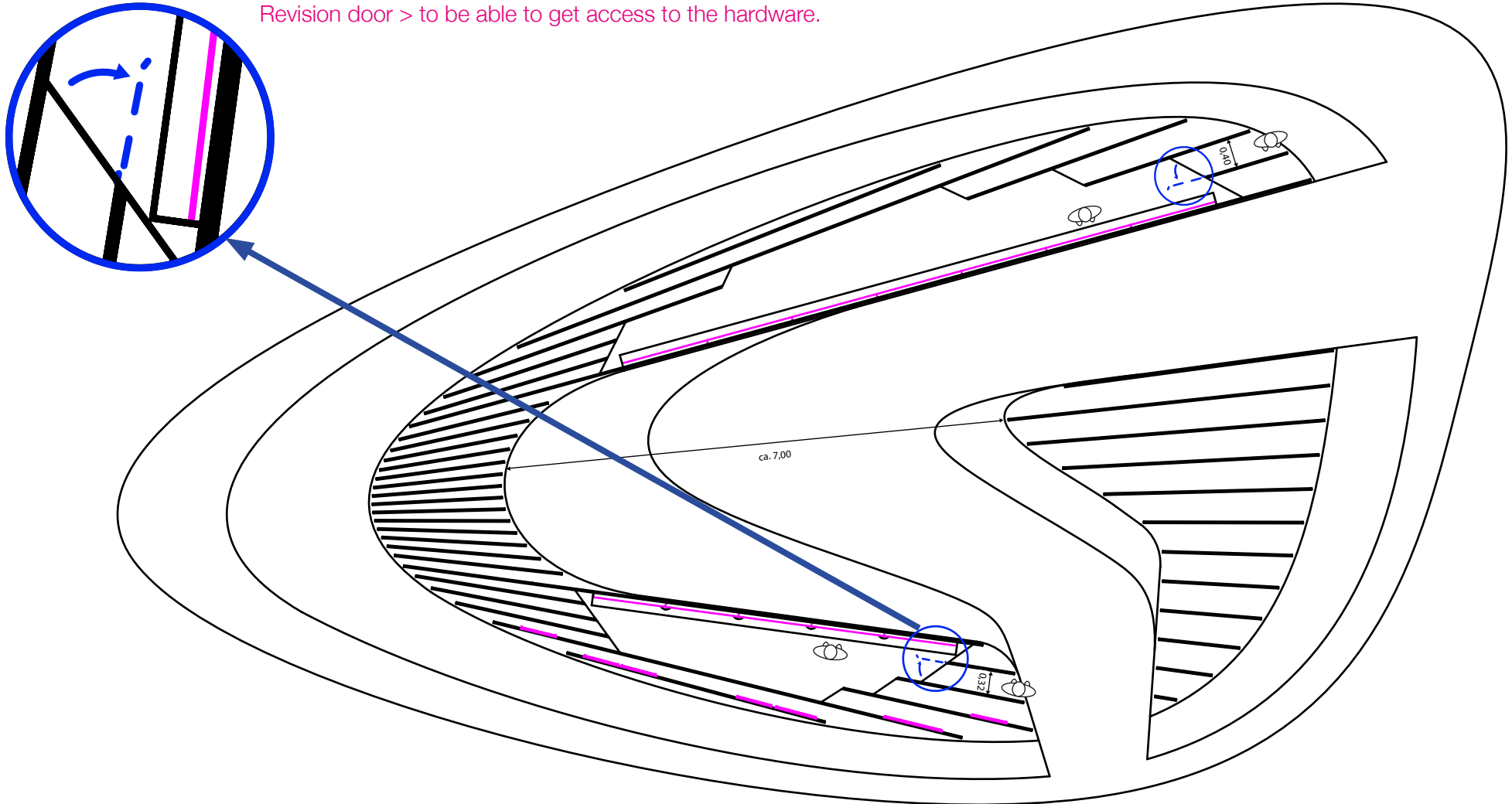


ALIBABA EXHIBITS

6. DATA CREATION

6.1. DATA CREATION | TOP VIEW

Revision door > to be able to get access to the hardware.



6. DATA CREATION

6.1. DIGITALISATION



By entering the Data Creation Area the visitor will be tracked from the right side on the “DIGITALISATION WALL”. Visitors will see themselves, like looking into a mirror. By passing by, they experience a real time transition from their silhouette into a human data particle swarm. This installation translates a lot of information from all visitors into a swarm of big data.

6.2. PERSONALISATION



At the “PERSONALISATION WALL”, the big data swarm created in “Digitalisation” will continue. Visitors will activate the swarm by placing their ball in one of the 4 predefined ballstations. In this movable swarm the visitor can now add personal information which will be linked to the ball’s ID.

Questions are asked like: What is your name? What is your telephone number? Where do you live? Your e-mail address? Etc.

6.3. ALI-BIG-EVENTS



On the outside of Data Creation will be shown “ALI-BIG-EVENTS”. The highlighted topics are: Alibaba development, 11 of 11, IPO and Alibaba foundation. This topics are shown by existing documentation in a chronological manner.

6.1. DIGITALISATION | EXHIBIT DESCRIPTION

Content

To introduce Big Data we developed an interactive installation which shows the visitor that all Data is based on people - without people, there is no data.

As a visitor you become a player in the world of big data. Leaving traces in the digital World.

Message:

No People, No Data.

Experience

By entering the Data Creation Area the visitor will be tracked from the right side on the "Digitalisation Wall". Visitors will see themselves, looking into the mirror. By passing by they experience a real time transition from their silhouette into a human data particle swarm. This installation translates a lot of information from all visitors into a huge swarm of big data. Visitors leaving traces in the swarm.



Environmental background sound, reaction of digitalisation (reacting with particles)



Personal digitalisation of the visitor

Interactive Ball

No ball involved

6.1. DIGITALISATION | RENDERINGS



VISITOR VIEW



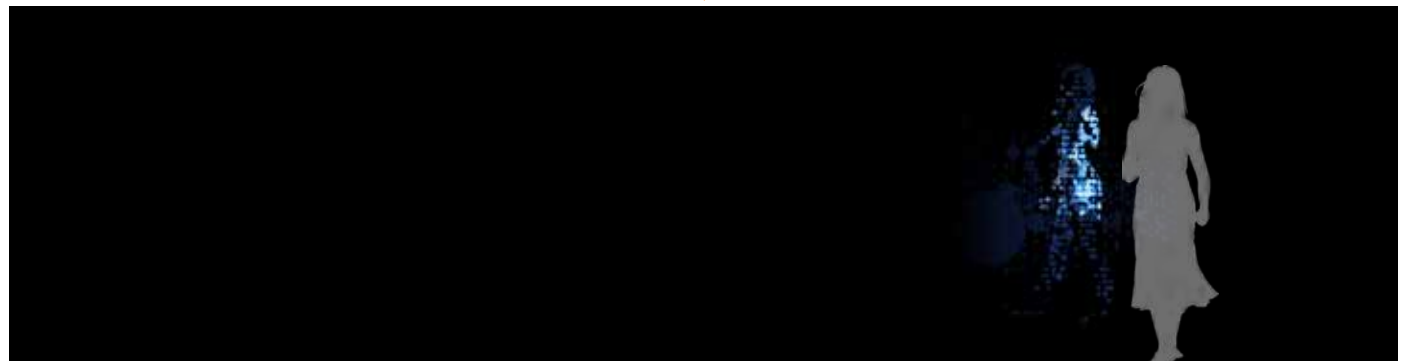
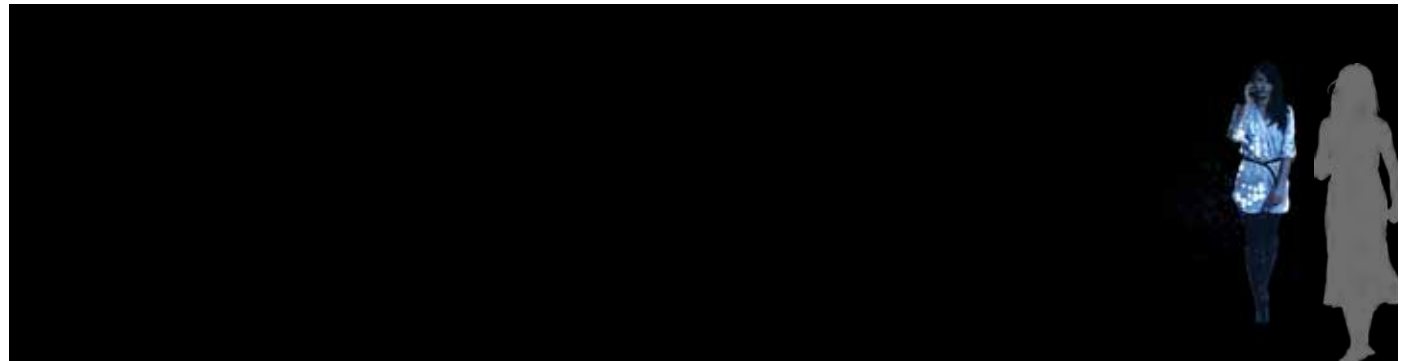
ONSCREEN GRAPHIC

6.1. DIGITALISATION | STORYBOARD

STEP 1

PIXEL CONVERSION 1

- Black screen behind Spy-Mirror.
- Visitor enters Data Creation from the right side.
- Hidden cameras tracking the visitor's movement.
- The visitor's silhouette will be shown in realtime on the screen, like looking in a mirror.
- While the visitor moves forward, their picture will start slowly to desolve and transform into particles.

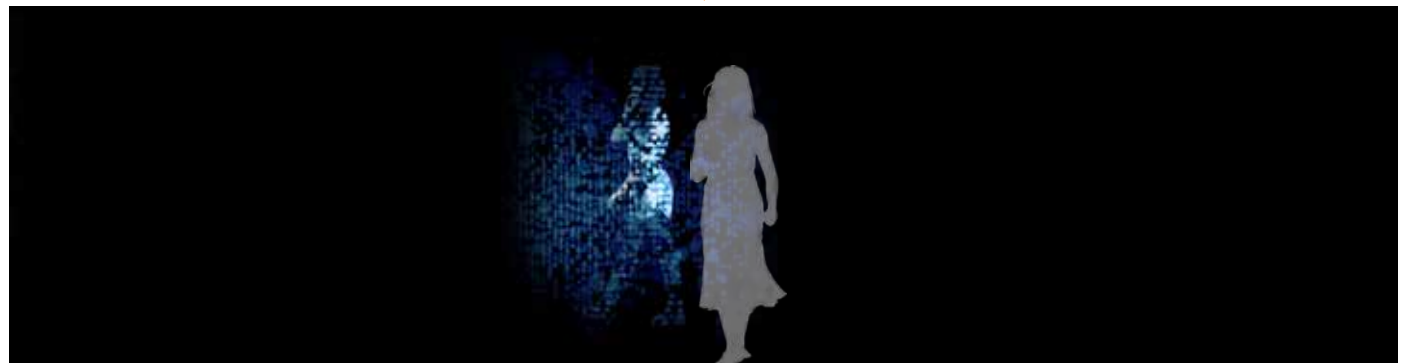


6.1. DIGITALISATION | STORYBOARD

STEP 2

PIXEL CONVERSION 2

- The visitor will continue and walks along the interactive wall.
- Step-by-step their mirrored image silhouette will be transformed into particles.

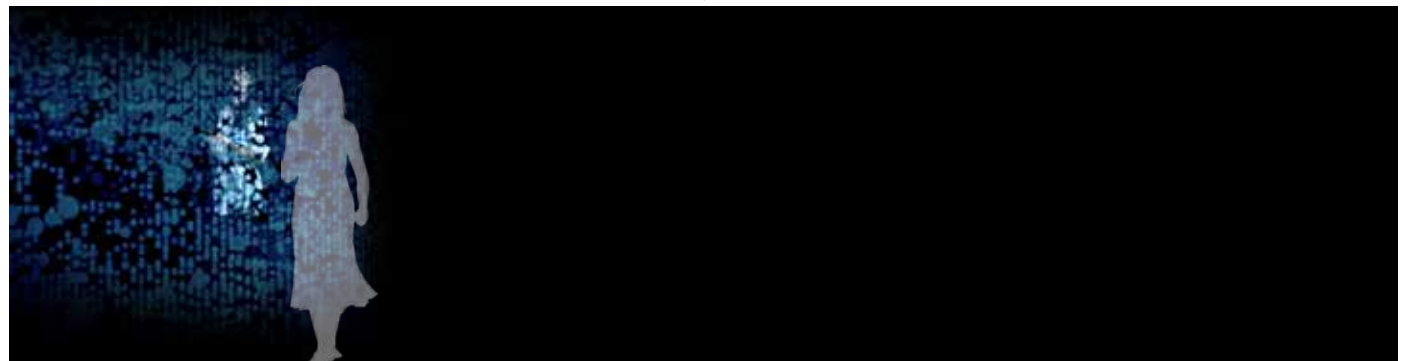


6.1. DIGITALISATION | STORYBOARD

STEP 3

PIXEL CONVERSION 3

- At the end of Digitalisation the visitors silhouette will be completely dissolved and transformed into a swarm of big data.
- Data everywhere!



6.1. DIGITALISATION | TECHNICAL DESCRIPTION

Hardware

21 Monitors behind spy mirror.
Black means 100% mirror effect,
white means 0% mirror effect.

Kinect Sensor on the bottom will track visitors' movements.

Software

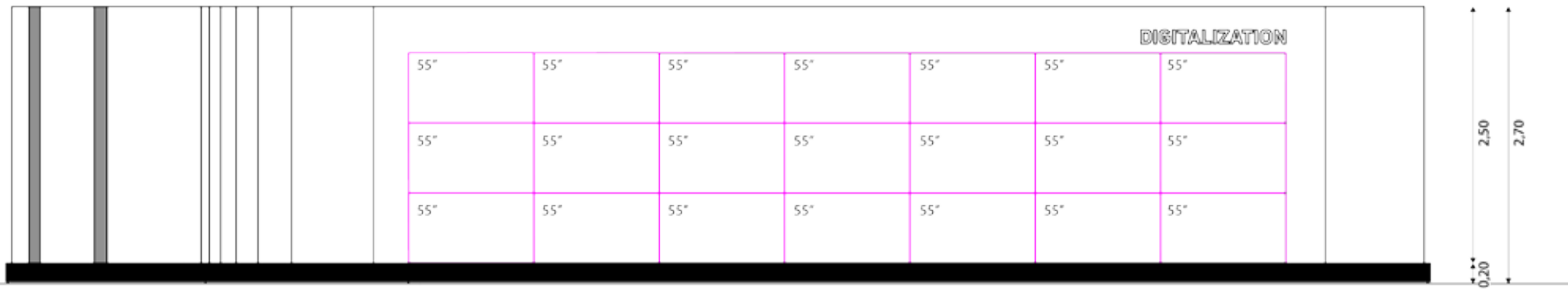
Real Time image processing.
Visitor's Silhouette will be translated into a real time motion graphic of single data dots in various sizes.

Movement of particles will behave like a swarm, following and depending on each other.

Interactive Ball

No ball involved

6.1. DIGITALISATION | TECHNICAL DRAWING



6.2. PERSONALISATION | EXHIBIT DESCRIPTION

Content

Personal information will be added to the ball's ID:

- Photo / MotionSnapshot (camera)
- Name
- eMail
- phone number
- home city
- favourite colour
- personal interests / favorite product category

Message:

“Data belongs to you”

or

“Your Data, Your Benefits”

Experience

At the “Personalisation Wall”, the big data swarm created in “Digitalisation” will continue.

Visitors will activate the swarm by placing their ball in one of the 4 predefined ballstations. In this movable swarm the visitor can now add personal information which will be linked to the ball's ID.

Questions are asked like: What is your name? What is your telephone number? Where do you live? Your e-mail address? Etc.



Environment background sound, reaction of moving swarm and activation particles



Swarm with particles (personal particles will glow)

Interactive Ball

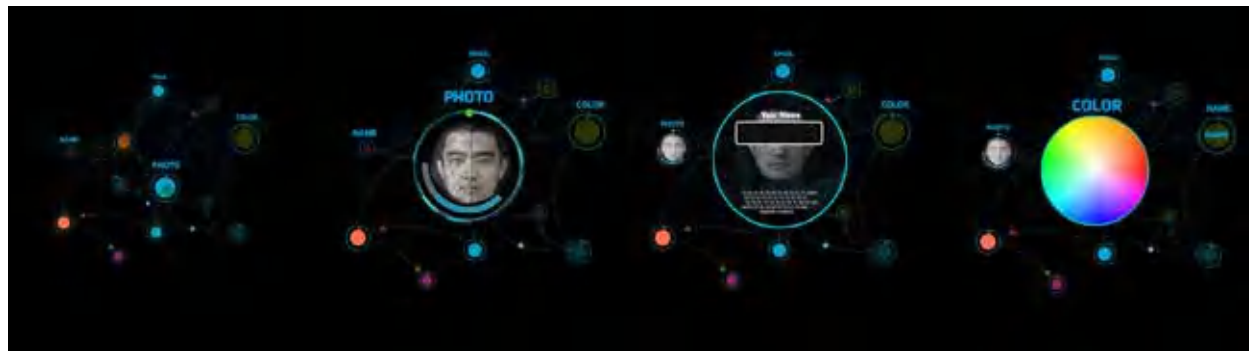
The visitor inserts the ball into the ballstation to activate the ball. The ball and the ballstation will start glowing to show the ball is connect to the exhibit. All the data which is being generated by the visitor will saved to the Ball's ID.



6.2. PERSONALISATION | RENDERINGS



VISITOR VIEW

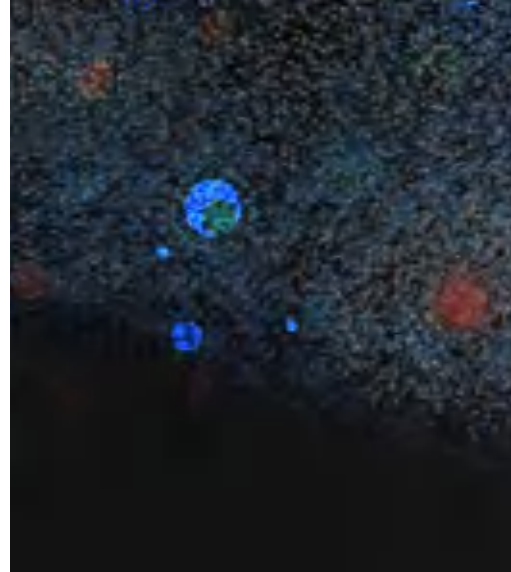


SCREEN GRAPHIC

6.2. PERSONALISATION | STORYBOARD

STEP 1 STARTSCREEN

Big Data swarm flies around the screen in big groups.



STEP 2 NAVIGATIONSCREEN

By activating the ball, the particles in the swarm are starting to glow. All glowing elements belong to the ball, so belongs to the visitor.

Each particle is connected to a different content, like: photo, name, etc.

>>> NAVIGATION SWARM



6.2. PERSONALISATION | STORYBOARD

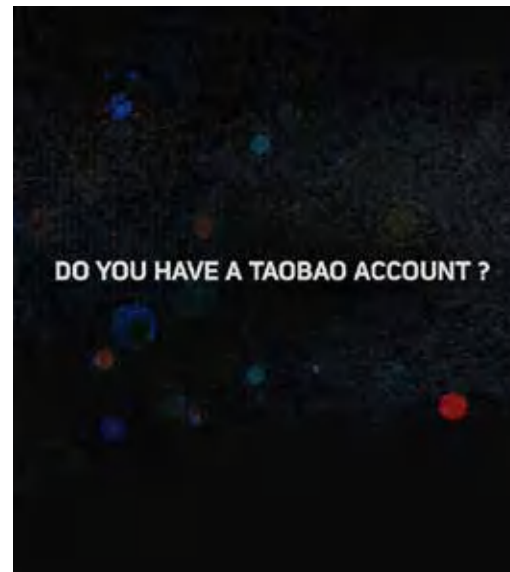
STEP 3 TAKING PHOTO

- The photo particle is blowing up
- A face-frame appears to show the correct position of the visitor
- Countdown from 3-1
- Camera takes picture include flashlight



STEP 4 TAOBAO ACCOUNT

- After the picture will be the first question: 'Do you have a Taobao account?'
- Please answer this question with 'yes' or 'no'
- By yes, personal information will come from the Big Data, you don't have to fill in all the steps by step 5.
- By no, you have to fill in all the questions by step 5.



6.2. PERSONALISATION | STORYBOARD

STEP 5

PERSONALISE

- All other particles are selectable by the visitor
- Visitor can personalize his/her ball with the glowing particles:
 - Photo (required)
 - Name (required)
 - Phone number
 - Home city
 - Favourite colour
 - Favourite product
 - Personal interests
 - E-mail (required)

E-mail always as last question

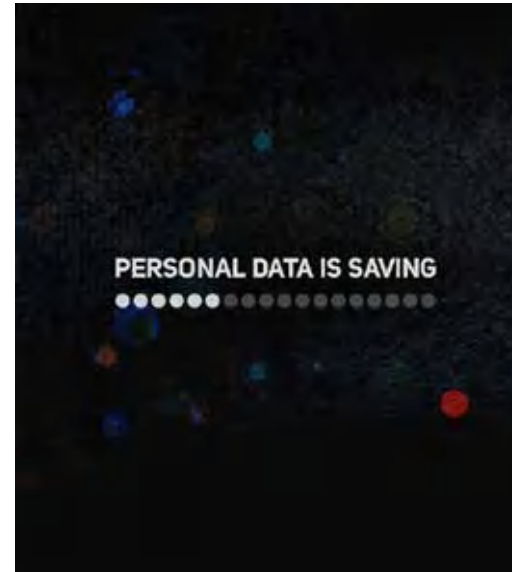


6.2. PERSONALISATION | STORYBOARD

STEP 6

SAVING

- After saving process is finished, the ball can be removed



6.2. PERSONALISATION | TECHNICAL DESCRIPTION

Hardware

4x2 55" Transparent Screens behind Spy Mirror.
4 Digital Photo Lenses behind transparent Screen capturing through the transparent screen.
Gestures will be tracked with radar touch sensors above the mirror wall.

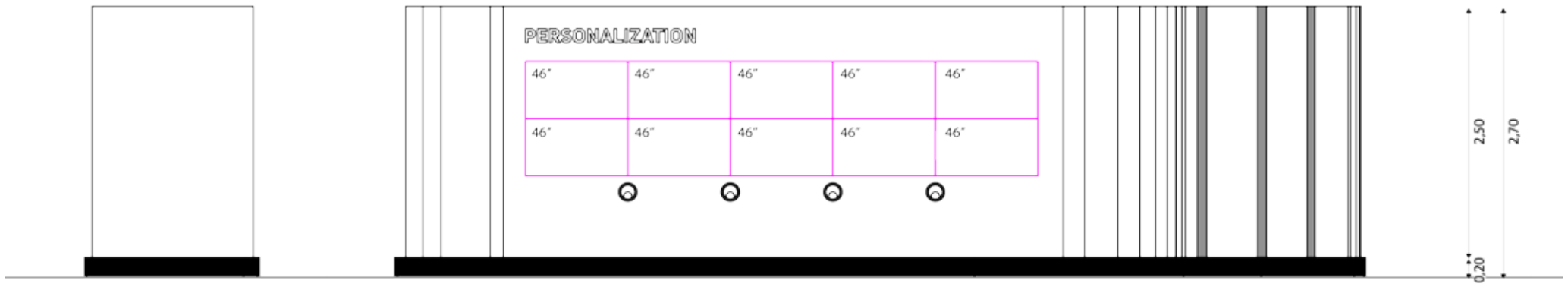
Software

- Face Tracking
- Image Processing
- Real Time UI Design

Interactive Ball

Ball Station is reading the Ball's ID.
Glow and Sound Effect for activation and removing of the ball.

6.2. PERSONALISATION | TECHNICAL DRAWING

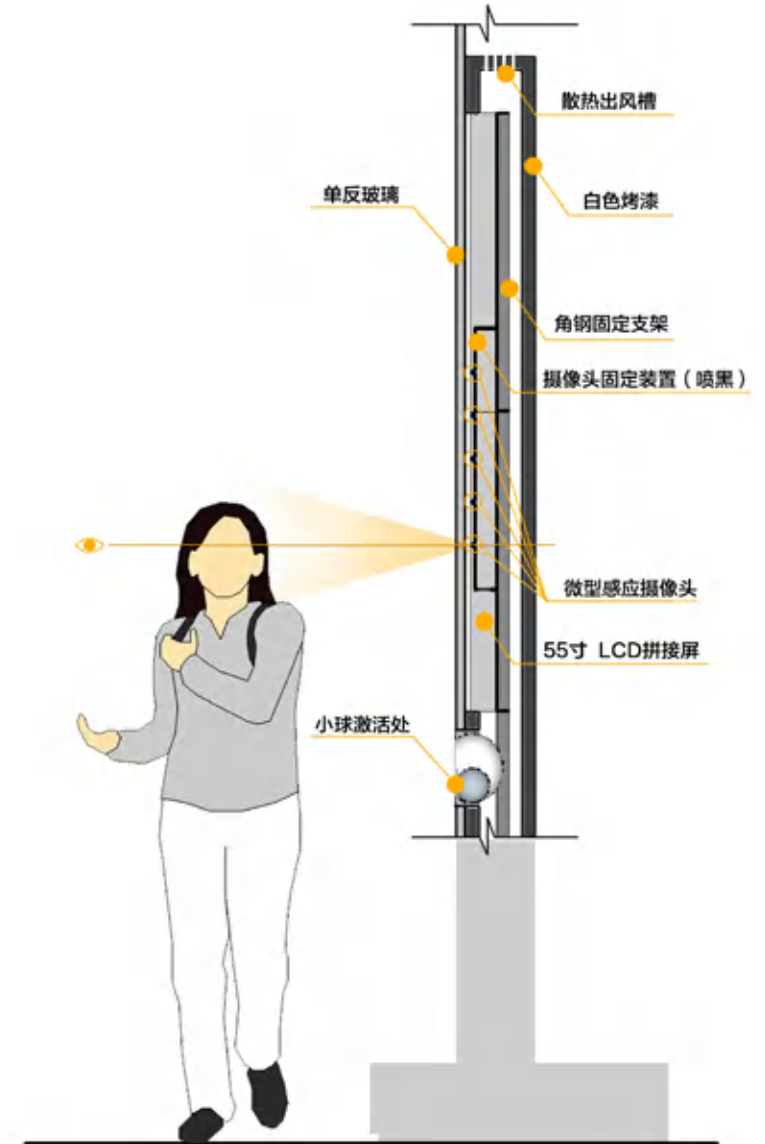
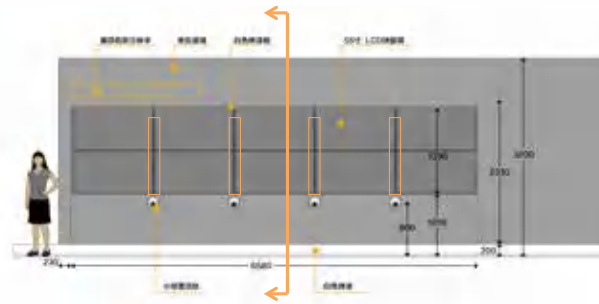


6.2. PERSONALISATION | TECHNICAL DRAWING

2.6 展项组成

2.6.2 PERSONALIZATION | 个人化

2.6.2.3 个人化结构图 方案一

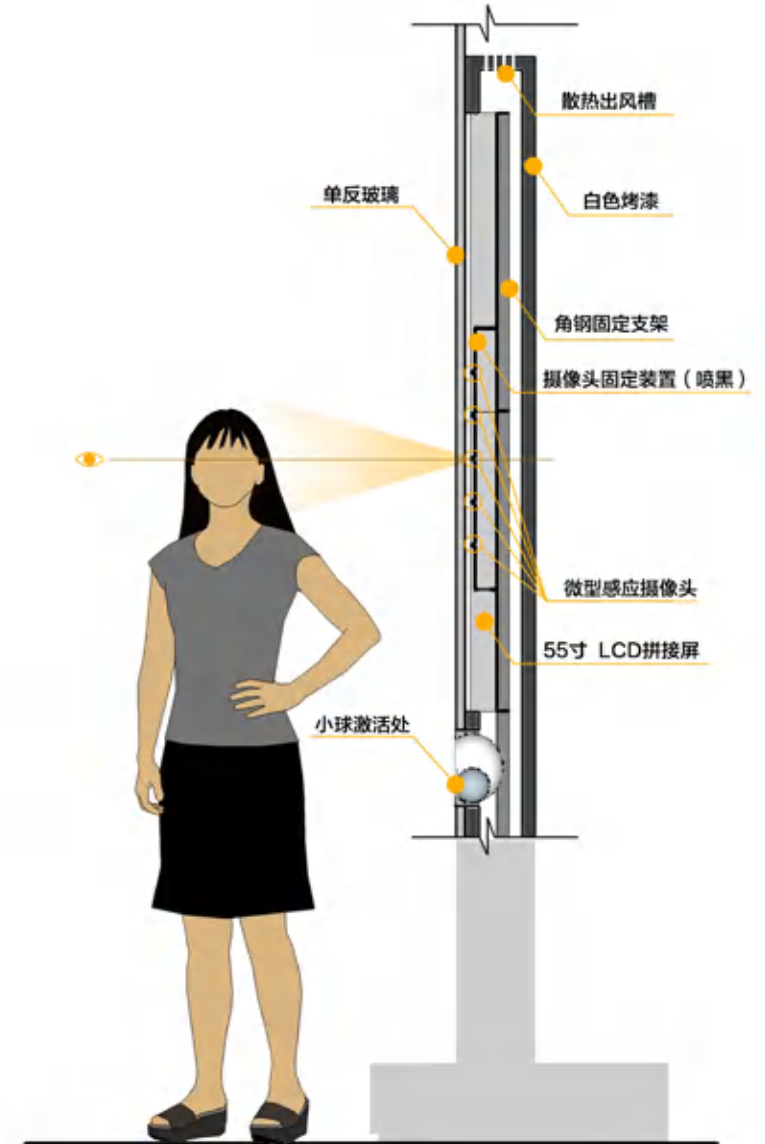
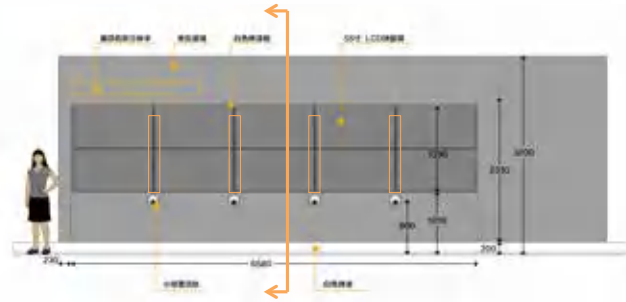


6.2. PERSONALISATION | TECHNICAL DRAWING

2.6 展项组成

2.6.2 PERSONALIZATION | 个人化

2.6.2.3 个人化结构图 方案一

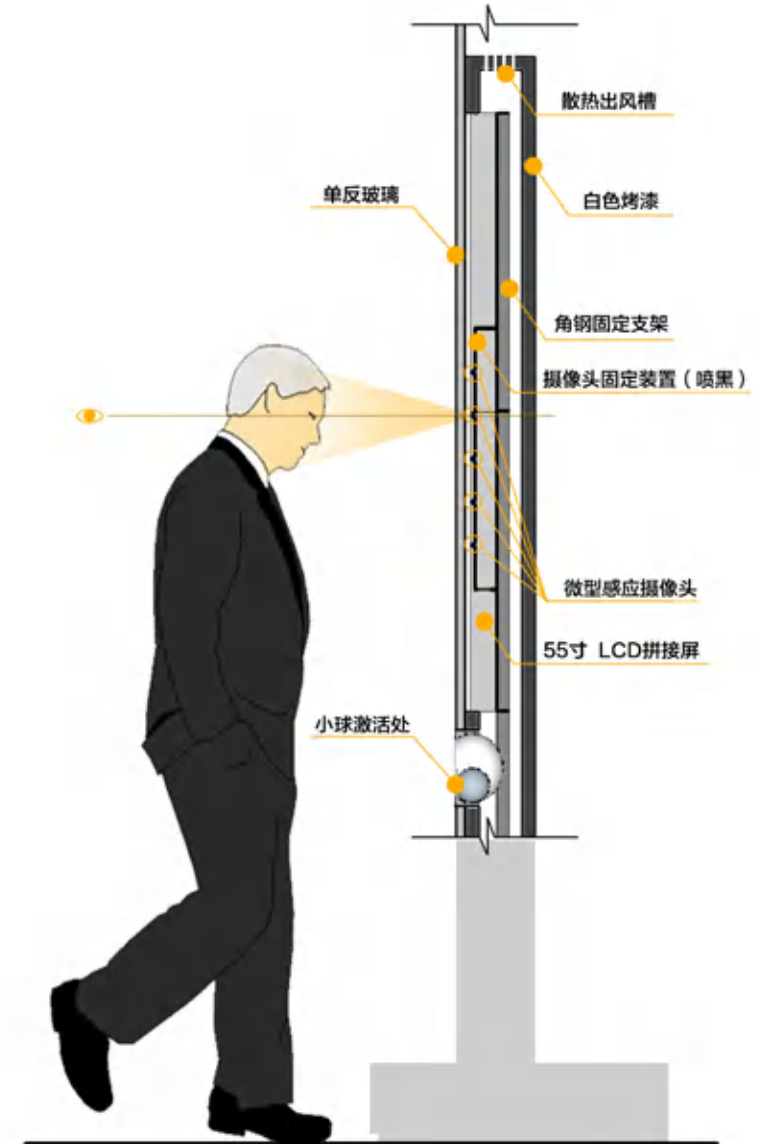
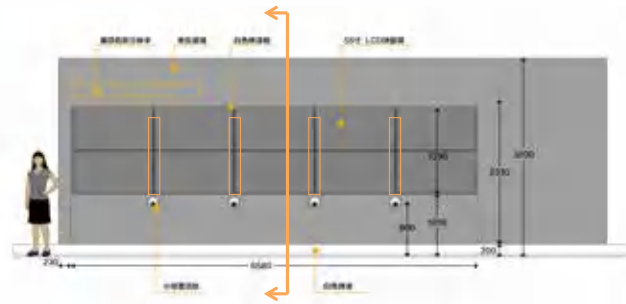


6.2. PERSONALISATION | TECHNICAL DRAWING

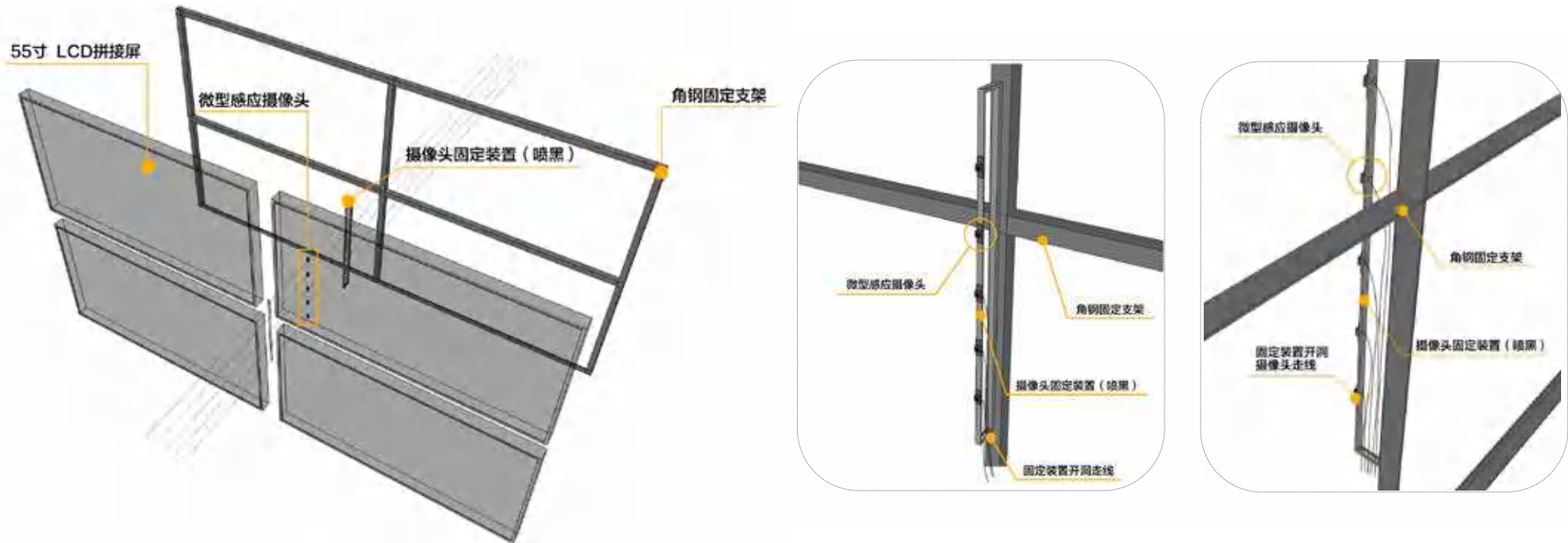
2.6 展项组成

2.6.2 PERSONALIZATION | 个人化

2.6.2.3 个人化结构图 方案一



6.2. PERSONALISATION | TECHNICAL DRAWING



6.3. ALI-BIG-EVENTS | EXHIBIT DESCRIPTION

Content

Alibaba created big worldwide events which influence the online business. To highlight a few of these important days, the visitor is able to understand the background and philosophy of Alibaba.

The highlighted events are:

- Alibaba development
- 11 of 11
- IPO
- Alibaba foundation
- **Data Size Couter**

Experience

The visitor will learn more about Alibaba by educational content.

The movies will be activated with the ball. By holding the ball to the ear, visitors can listen to the movies in their own predefined language.

Multiple Visitors can listen to multiple contents in multiple languages at the same time without disturbing each other.

Interactive Ball

When the visitor passes by the screens the ball will give a reaction by vibrating.

Activating the movie content.
Listen to the movie content.

Content Add Ons - Alibaba Data Sources	Style of data	Source of data	Industry affected	Function affected
<ul style="list-style-type: none"> • Where and how Data is collected? • Type / Sort of Data • Amount of Data 	<ul style="list-style-type: none"> • Large volume • Unstructured • Continuous flow • Multiple formats 	<ul style="list-style-type: none"> • Online • Video • Sensor • Genomic 	<ul style="list-style-type: none"> • Financial services • Health care • Manufacturing • Travel/transport 	<ul style="list-style-type: none"> • Marketing • Supply chain • Human resources • Finance

Message:

“Alibaba’s influence to e-commerce”



According to the content (background voice)



Alibaba event content (movies, pictures, interviews, etc.)

6.3. ALI-BIG-EVENTS | RENDERINGS



**VISITOR VIEW
MONITOR**



6.3. ALI-BIG-EVENTS | SCREENSCHEDULE

PROJECT NAME	DESCRIPTION	FOCUS	LINKS
ALIBABA'S HISTORY/MILESTONES	THE VIDEO IS TO SHOW EACH BUSINESS' DEVELOPMENT OF ALIBABA GROUP FROM 1999 TO 2015	ALIBABA'S BUSINESS DEVELOPMENT	ONE EXISTING VIDEO FROM ALIBABA, PLS REFER TO "MILESTONES OF ALIBABA IN 15 YEARS_EN.MPG"
11 OF 11 SHOPPING FEST	WHAT'S 11 OF 11 AND ITS INFLUENCE – FROM ALIBABA'S PERSPECTIVE.	<ol style="list-style-type: none"> DEVELOPMENT WITHIN 5 YEARS INFLUENCE TO ANT FINANCIAL AND FINANCE FIELD INFLUENCE TO CAINIAO AND LOGISTIC FIELD INFLUENCE TO THE WHOLE E-COMMERCE FIELD 	ONE EXISTING VIDEO FROM ALIBABA, PLS REFER TO VIDEO NAME "11 OF 11 SHOPPING FESTIVAL.MPG"
IPO	THE BIG DAY OF IPO	IPO DOCUMENTARY WHICH HIGHLIGHTS OF ALIBABA DOCUMENTARY	NO VIDEO FROM ALIBABA, THERE IS ONE LINKS HTTP://ALIZILA.SYNAPTICDIGITAL.COM/ALIZILA-VIDEO-LIBRARY/A/35210A00-5468-4A33-9C2B-56E98EC2DA7C
ALIBABA FOUNDATION	<p>THE VIDEO ABOUT ALIBABA FOUNDATION IS NOT PROVIDED BY ALIBABA YET. LUCAS SAID THERE MIGHT BE NO VIDEOS BUT STILL ASKING. IF NO MATERIAL ON THIS PART, WE CAN TAKE THE VIDEO SHOWING THE SOCIAL RESPONSIBILITY INSTEAD.</p> <p>THREE STORIES IS INCLUDED:</p> <ul style="list-style-type: none"> - CROWDFUNDING PROJECT WAS INITIATED FOR BUILDING ONE WOODEN HOUSE IN HIGH MOUNTAINS FOR TOURISTS. - HELPING DISABLE MOTHER TO SELL THEIR CRAFTWORKS. - ONE GIRL GOES BACK TO VILLAGES AND STAY FOR HELPING MONTH 	SOCIAL RESPONSIBILITY	ONE EXISTING VIDEO FROM ALIBABA, PLS REFER TO "SOCIAL RESPONSIBILITY.MOV"
DATA SIZE COUNTER	CONTENT MISSING	CONTENT MISSING	CONTENT MISSING

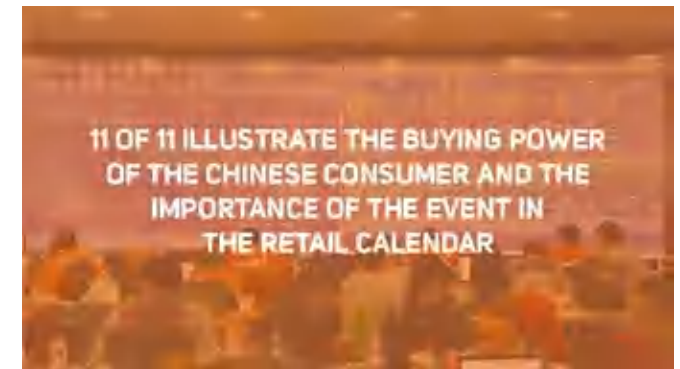
6.3. ALI-BIG-EVENTS | STORYBOARD



STARTSCREEN WITH TITLE OF THE EVENTS' TOPIC.



EVENT SCREENPLAY AND DOCUMENTATION.



CORE MESSAGE OF THE EVENT!

6.3. ALI-BIG-EVENTS | CONTENT

ALIBABA MILESTONES

ALIBABA GROWS STEP BY STEP



6.3. ALI-BIG-EVENTS | CONTENT

11 OF 11

11 OF 11 ILLUSTRATE THE BUYING POWER OF THE CHINESE CONSUMER AND THE IMPORTANCE OF THE EVENT IN THE RETAIL CALENDAR



6.3. ALI-BIG-EVENTS | CONTENT

IPO

ALIYUN HAS THEIR FIRST WORLDWIDE DEVELOPER CONFERENCE IN 2014



6.3. ALI-BIG-EVENTS | CONTENT

ALIBABA FOUNDATION

ALL EMPLOYEES OF ALIBABA INSPIRED BY ALIBABA-SPIRIT AND FOUND THEIR WAYS



6.3. ALI-BIG-EVENTS | TECHNICAL DESCRIPTION

Hardware

iPad Screens behind Glass (Player integrated)
+ NFC Sensor for each Screen / iPad
Amount of 10 Screens

Sound will be played through the Ball

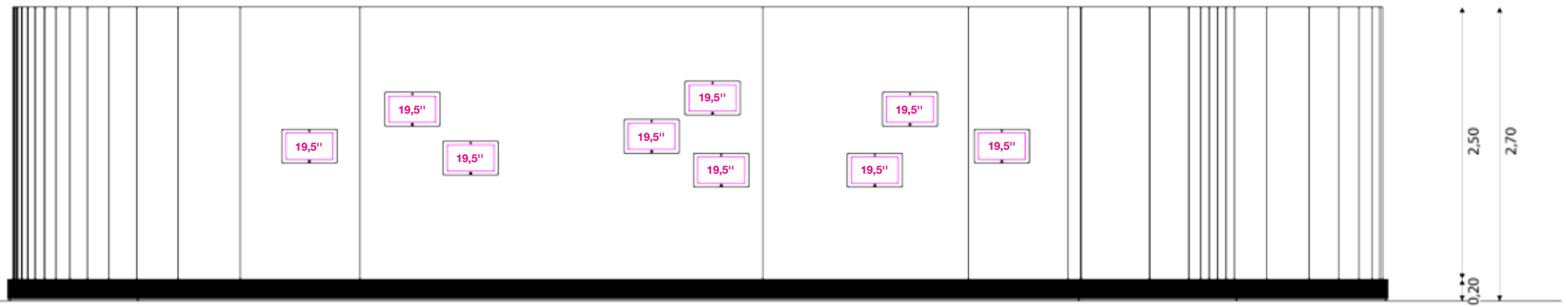
Software

Media Player App on iPad.

Interactive Ball

NFC Function is used
integrated loudspeaker is used

6.3. ALI-BIG-EVENTS | TECHNICAL DRAWING





ALIBABA EXHIBITS

7. TRANSITION

7. TRANSITION

SMART WALL

The Smart wall shows random Alibaba information on partly LED mounted Elements. When the visitor passes by, the wall will read the ball-ID, shows the associated name and colour. (Letters and ball glow in the same colour) This Exhibit is using the Wi-Fi Function of the Ball to track them from far distance. Through the Signal Power the Location can be allocated in a accuracy of 0.5-1meter.





ALIBABA EXHIBITS

8. BIG DATA THINKING

8. BIG DATA THINKING

8.1. TECHNOLOGICAL REVOLUTIONS



The 1st area of “TECHNOLOGICAL REVOLUTIONS” is showing the power, impact and vision of Big Data - and how Data can improve our daily life. It's explaining the importance of Big Data through the evolution of technological development, from the Pre-Industrial Revolution till today.

8.2. CLOUD COMPUTING



The area of “CLOUD COMPUTING” illustrates the principle of both, hardware and software operation in the field of Big Data. Visitors learn about Alibaba's way of processing a huge amount of data and how to make data useful.

8.3. GENERAL BIG DATA APPLICATIONS



In “GENERAL BIG DATA APPLICATIONS”, the visitor gets to understand the big advantage of FORECASTING by looking into the future of themselves and the most important field of applications.

8.1. TECHNOLOGICAL REVOLUTIONS | EXHIBIT DESCRIPTION

Content

The area of “TECHNOLOGICAL REVOLUTIONS” explains the importance of Big Data through the evolution of technological development in 6 eras:

1. Pre-Industrial Age
2. Industrial Age (Machines & Steam Power)
3. Industrial Age (Electricity, Mass Production, Telephone)
4. Information Age (also known as Computer Age, Digital Age)
5. Internet Age
6. Big Data Age

Message:

“Big Data: The Next Big Thing!”

Experience

When visitors approach the area of Technological Revolutions they gain a big historical overview of technological development over the last 100 years.

By activating the exhibit, people can scroll through a history helix with 6 ages step by step. Exiting zooms and insight will be unveiled through interacting.



Sound Effect to support the Helix movement, selection and zooms.



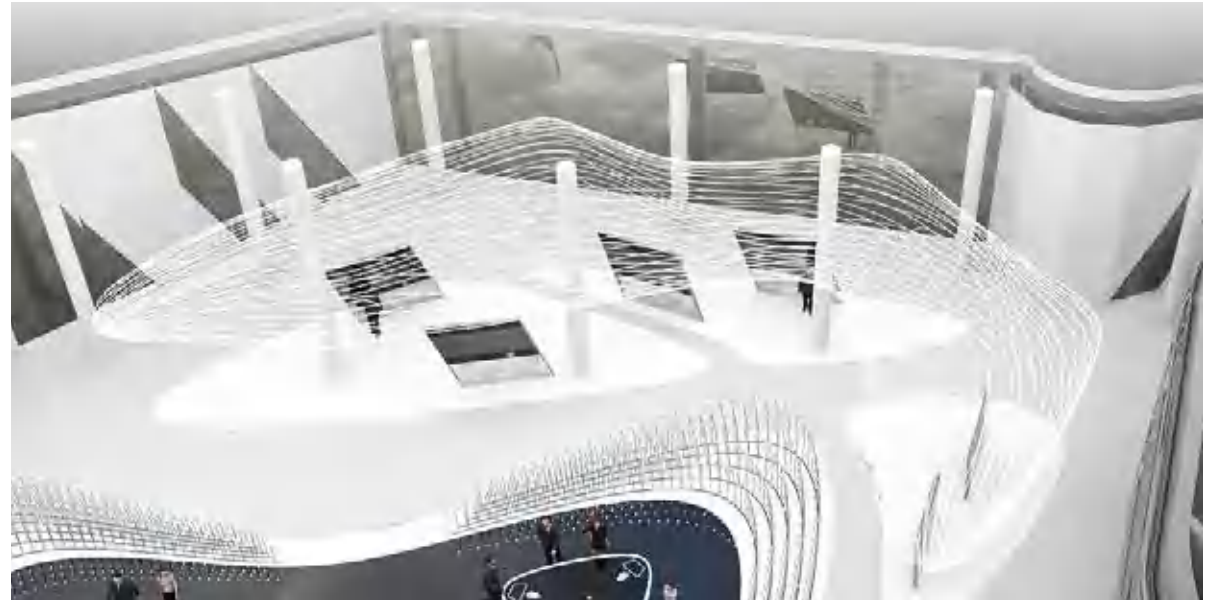
Spiral / Helix with Historical overview of technological ages

Interactive Ball

In this exhibit the ball will be used for activation only.



8.1. TECHNOLOGICAL REVOLUTIONS | RENDERINGS



BIRDVIEW

VISITOR VIEW



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 0

STARTSCREEN

Titel "Technological Revolutions"



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 1 OVERVIEW

Historical overview of technological development over the last 100 years:

1. Pre-Industrial Age
2. Industrial Age (Machines & Steam Power)
3. Industrial Age (Electricity, Mass Production, Telephone)
4. Information Age (also known as Computer Age, Digital Age)
5. Internet Age
6. Big Data Age



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 2

ACTIVATION

- Activation of exhibit.
- scroll through a HISTORY HELIX with 6 ages step by step.
- Exiting zooms and insight will be unveiled through interacting.



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 3

PRE-INDUSTRIAL AGE

- Detail / Zoom of 1st Step
- PRE INDUSTRIAL REVOLUTION
- introduction by text and picture slide show within vector layer masks



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 4

INDUSTRIAL AGE (MACHINES AND STEAM POWER)

- Detail / Zoom of 2nd Step
- INDUSTRIAL REVOLUTION
(Machines and Steam Power)
- introduction by movie footage within vector
layer masks

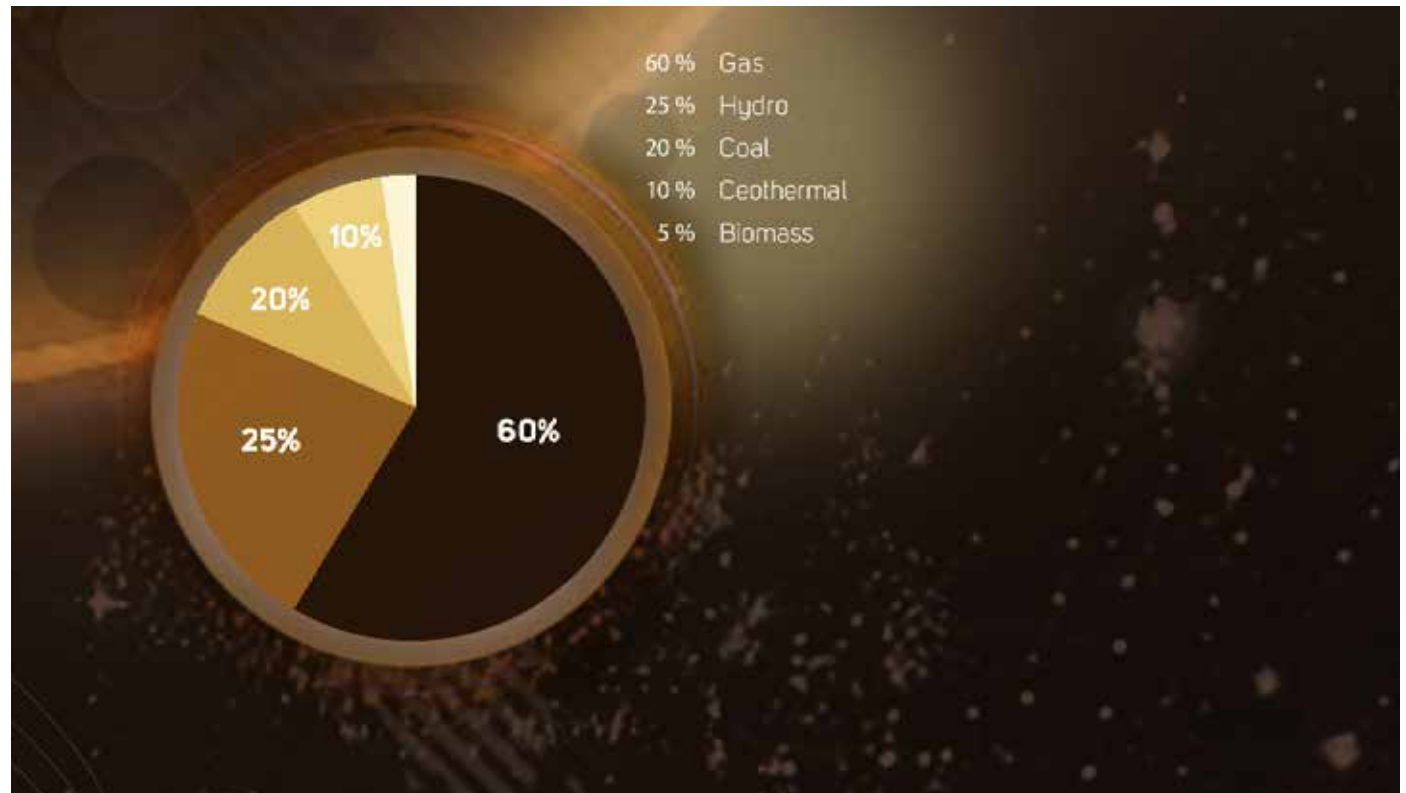


8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 5

INDUSTRIAL AGE (ELECTRICITY, MASS PRODUCTION, TELEPHONE)

- Detail / Zoom of 3rd Step
- INDUSTRIAL REVOLUTION
(Electricity, Mass Production, Telephone)
- introduction by Animated Information Graphics



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 6

INFORMATION AGE (COMPUTER & FIRST DATA)

- Detail / Zoom of 4th Step
- INFORMATION AGE
(Computer & First Data)
- introduction by pictures with image in image animation



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 7

INFORMATION AGE (COMPUTER & FIRST DATA)

- Detail / Zoom of 4th Step
- INFORMATION AGE
(Computer & Education)
- introduction by pictures with image in image animation



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 8

INFORMATION AGE (COMPUTER & FIRST DATA)

- Detail / Zoom of 4th Step
- INFORMATION AGE
(Computer in Work Environments)
- introduction by pictures with image in image animation



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 9

INTERNET AGE

- Detail / Zoom of 5th Step
- INTERNET AGE
- introduction by movie footage within vector layer mask



8.1. TECHNOLOGICAL REVOLUTIONS | STORYBOARD

STEP 10

BIG DATA AGE (DATA ONLINE)

- Detail / Zoom of 6th Step
- BIG DATA AGE (Data Online)
- introduction by movie footage and motion graphics within vector layer mask



8.2. CLOUD COMPUTING | EXHIBIT DESCRIPTION

Content

The area of “CLOUD COMPUTING” illustrates the principle of both, hardware and software operation in the field of Big Data.

Visitors learn about Alibaba’s way of processing a huge amount of data and how to make data useful.

Content Add Ons - The Algorithms (How Data become useful?)

- Collaborative Filter
(Collecting Data of many in order to forecast the Data of One)
- Regression Analysis
Analyze the change of correlation & variations, Variables vs. Constants, eg. Price & Location
- Classifications
Grouping with Parameters
(eg. Spam or no Spam ...)
- Clustering
detecting similarities to discover new groups and patterns of data (clusters)

Message:

“Alibaba’s Know How in Big Data” /
“Alí’s unique Big Data Technology”

Experience

By activating the exhibit, your personal picture / motion snapshot will be loaded as a pixel structure from your ball’s ID.

The Visitor can now start processing the image by changing 2 parameters on the interface:

1. Image resolution (Amount of Data)
2. Virtual Machines (Amount of Computers)

The Visitor learns that through Alibaba’s Unique Operation System / Computing Ability - up to 5000’s Computers can be combined and process Data on a new Level of Speed.

Beyond this, people learn how to filter Data by applying different filters and generating new data sets.



processing sound effects and corresponding interaction sounds.



A real time pixelated image process show’s the computing ability in a nice visual way.

Interactive Ball

Ball is used to activate the exhibit and to load the personal data of the visitor stored in the Ball’s ID.

Choices and Selections of the visitor will be remembered by the Ball in order to use it as personal interest in the following areas.



8.2. CLOUD COMPUTING | RENDERINGS



VISITOR VIEW

8.2. CLOUD COMPUTING | STORYBOARD

STEP 0

STARTSCREEN



8.2. CLOUD COMPUTING | STORYBOARD

STEP 1

PIXEL CONVERSION 1

- Your personal picture / motion snapshot is loaded.
- Picture is shown in a real time pixel structure.
- Visitor can process the image by interacting with 2 parameters:
 1. Image resolution (Amount of Data)
Slider on the left
 2. Virtual Machines (Amount of Computers)
Slider on the right



8.2. CLOUD COMPUTING | STORYBOARD

STEP 2

PIXEL CONVERSION 2

- Visitor is increasing the Image resolution (Amount of Data) by using the Slider on the left.
- Screen is showing that now a huge amount of data will be processed by only 1 computer, which increases the processing time up to 30 seconds.



8.2. CLOUD COMPUTING | STORYBOARD

STEP 3

PIXEL CONVERSION 3

- Visitor is now increasing the Virtual Machines (Amount of Computers) by using the Slider on the right.
- Through this action now, the the processign time will be improved down to 15 seconds.



8.2. CLOUD COMPUTING | STORYBOARD

STEP 4

PIXEL CONVERSION 4

- By adding more virtual machines (amount of computers) the processing time will be improved down to 5 seconds.



8.2. CLOUD COMPUTING | STORYBOARD

STEP 5

PIXEL CONVERSION 5

- Visitor's picture / motion snapshot becomes visible through image processing.



EXAMPLE PIXELATION

8.2. CLOUD COMPUTING | STORYBOARD

STEP 6

OVERVIEW 1

- After this playful introduction the entire data set of the visitor will be shown on the screen:
- Picture / motion snapshot
- Name
- Mobile number
- Favorite product
- Favorite color



8.2. CLOUD COMPUTING | STORYBOARD

STEP 7

OVERVIEW 2

- Your data set becomes part of the whole system.
- Data everywhere from all visitors in the background (visual storage).



8.2. CLOUD COMPUTING | STORYBOARD

STEP 8

COLOUR 1

- Visitor now starts to apply filters to diversity all the data in the system.



Content Add Ons - The Algorithms (How Data become useful?)

- Classifications
Grouping with Parameters
(eg. Spam or no Spam ...)

8.2. CLOUD COMPUTING | STORYBOARD

STEP 9

COLOUR 2

- For instance; you can select a favorite color like “green” and filter all “green data” in the system.



Content Add Ons - The Algorithms (How Data become useful?)

- Classifications
Grouping with Parameters
(eg. Spam or no Spam ...)

8.2. CLOUD COMPUTING | STORYBOARD

STEP 10

PERSONAL INTEREST

- You can also select more parameters e.g. all “green data of your personal interest”.
- With this feature we illustrate the ability and principle of how data becomes useful to everybody.



Content Add Ons - The Algorithms (How Data become useful?)

- Classifications
Grouping with Parameters
(eg. Spam or no Spam ...)

8.3. GENERAL BIG DATA APPLICATIONS | EXHIBIT DESCRIPTION

Content

In "GENERAL BIG DATA APPLICATIONS", the visitor gets to understand the big advantage of FORECASTING by looking into the future of themselves and the most important field of applications:

1. Finance
2. Logistic
3. Healthcare
4. Traffic
5. Weather
6. National Safety

Message:

"Looking into the future with Big Data"

Experience

By activating the exhibit, your personal picture / motion snapshot will be loaded as it was taken in Data Creation and stored on your ball's ID.

The display now shows a forecast of how you will look in 30 years by calculating your aging process on basis of your life style (smoking, working, living area).

The Visitors picture will be modified through real-time image/movie editing.

Beyond this, people can browse through the 6 general big data applications and learn, what can be achieved through Big Data in those certain fields of application.

Behind each application theme, several Alibaba Services will be linked which will be shown in the area of "Big Data Applications" (Eco Lake)



processing sound effects and corresponding interaction sounds



A real time image / movie editing process show's the forecast into the future in the most exiting and personal way ever.

Interactive Ball

Ball is used to activate the exhibit and to load the personal data of the visitor stored in the Ball's ID.

Choices and Selections of the visitor will be remembered by the Ball in order to use it as personal interest in the following areas.



8.3. GENERAL BIG DATA APPLICATIONS | STORYBOARD

STEP 0

STARTSCREEN

Overview of 6 General Big Data Applications



8.3. GENERAL BIG DATA APPLICATIONS | STORYBOARD

STEP 1 INTRODUCTION

Looking back into the Forecast

The introduction explains, that the common threat of all big data applications is about forecasting the future.



8.3. GENERAL BIG DATA APPLICATIONS | STORYBOARD



STEP 2

YOUR FUTURE

The forecasting of the future will be experienced through the most exiting way ever by a personal forecast: How do i look like in the future?

The display shows a forecast of how you will look in 30 years by calculating your aging process on basis of your life style (smoking, working, living area)

The visitor's picture will be modified through real-time image/movie editing.

AGING PROCESS

8.3. GENERAL BIG DATA APPLICATIONS | STORYBOARD

STEP 3

FORECASTING TOPICS

After the interactive introduction and awareness, People can browse through the 6 general big data applications and learn what can be achieved through Big Data in those certain fields of application.

Behind each application theme, several Alibaba Services will be linked which will be shown in the area of “Big Data Applications”

e.g. Healthcare

- Ali Health Cloud
- Virtual Hospital
- Barcode Drug Scan



8.4. CLOUD | EXHIBIT DESCRIPTION

Content

The “Big Data Thinking Area” is represented by a huge digital Cloud Installation, combining the 3 areas of “Technological Revolutions”, “Cloud Computing” and “General Big Data Applications”.

Experience

The Cloud Structure above the terminals connecting the 3 thematic areas. Actions and interactions have influence on the cloud appearances. By using LED Light Stripes, data will stream through the cloud and generates a vivid living Big Data Sculpture.

Interactive Ball

The Ball ist activating the interactive terminals below the cloud.

Message:

“Think Big - Think Big Data” /
“Connecting Data through Cloud Computing”



Data Streams generated Sound Effects.
Wind Sound for Data Transfer and Movements.



Connectivity through Data and Light.
Constantly changing - Data Processing.



8.4. CLOUD | ANIMATION



8.4. CLOUD | TECHNICAL DESCRIPTION

Hardware

INTERACTIVE TERMINALS

- 2x 4 55" Screens double sided
- NFC & Wifi Ball Station
- Radar Touch for Touch Screen Navigation
- Loudspeakers on both sides of each station

CLOUD:

- LED Stripes
- Acryl Tubes

Software

INTERACTIVE TERMINALS

- 8.1 Interactive Helix Navigation with Pictur, Movie and Motiondesign Elements
- 8.2 Interactive Image Processing
- 8.3 Interactive Realtime Image Editing Software Solution / Real time Engine

CLOUD:

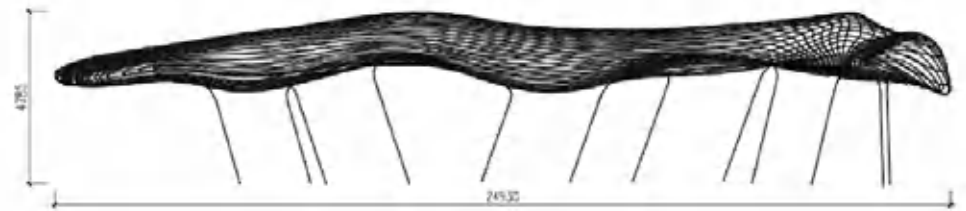
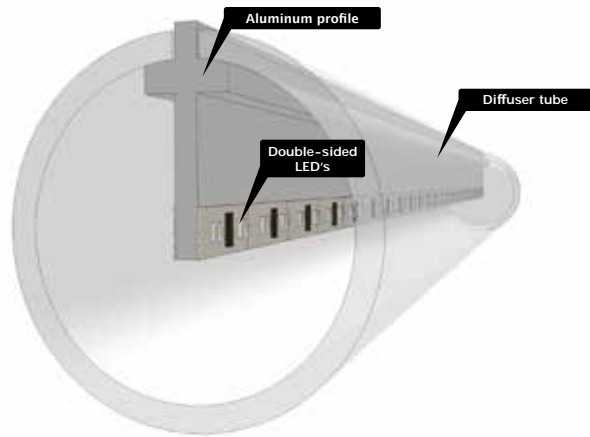
Interactive LED Stripe Programming, connected to Terminal Stations

Interactive Ball

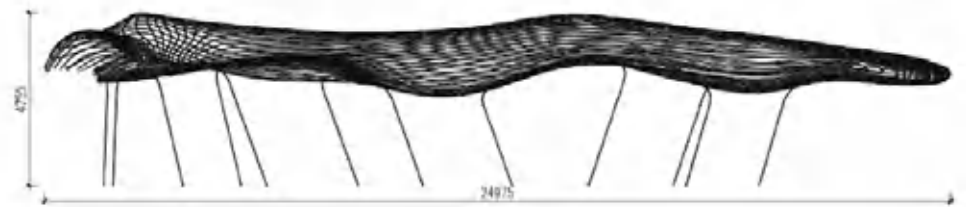
NFC & Wifi for sending and receiving content through the Ball's ID.

8.4. CLOUD | TECHNICAL DRAWING

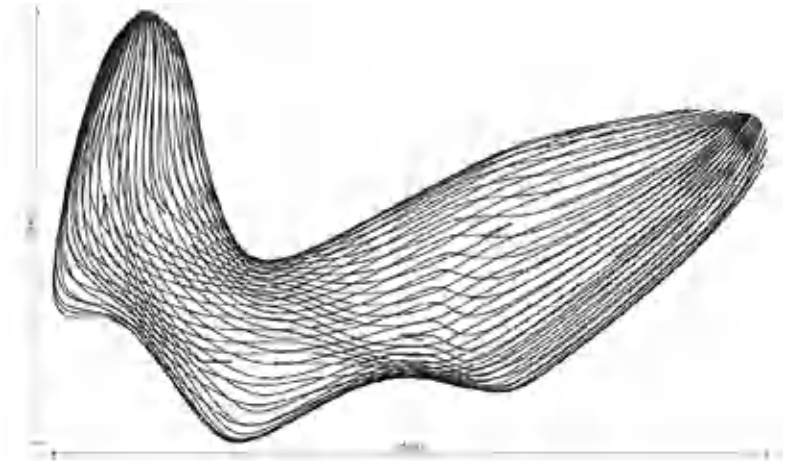
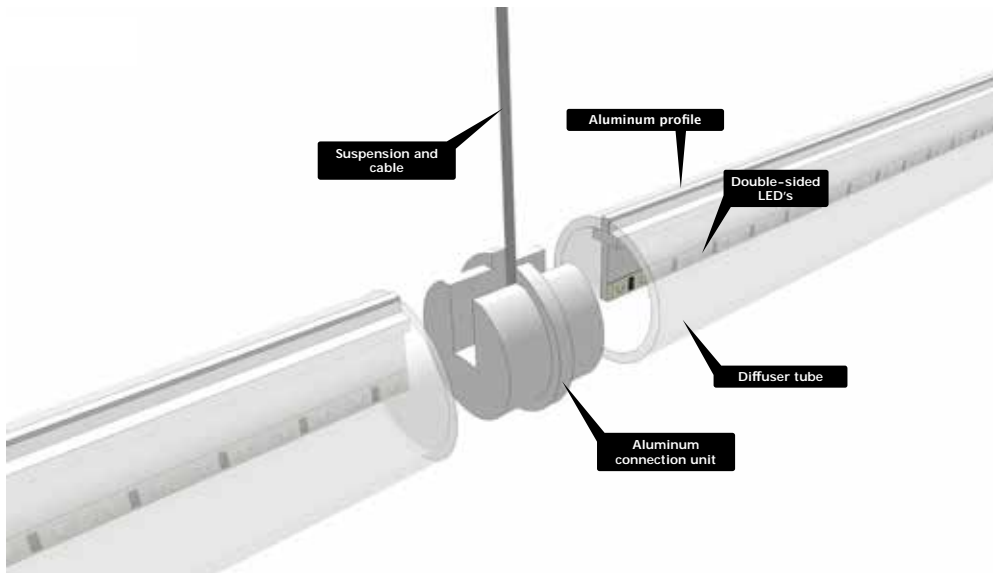
TUBES



云管管-右下-后视图



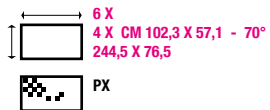
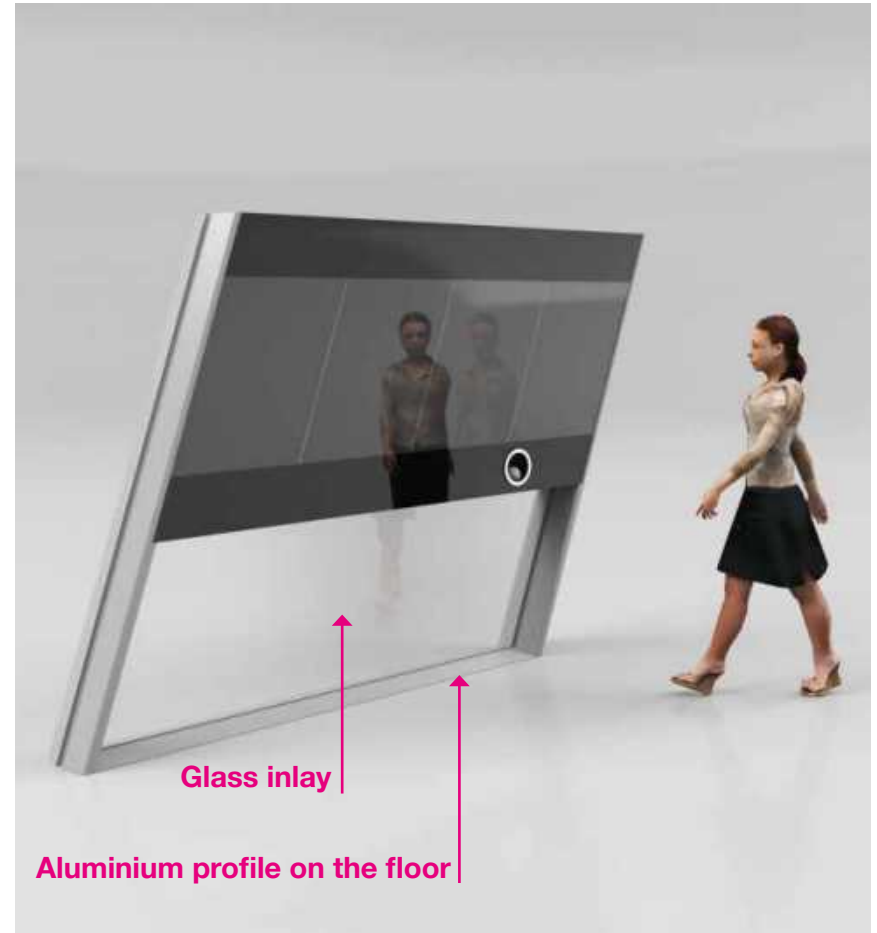
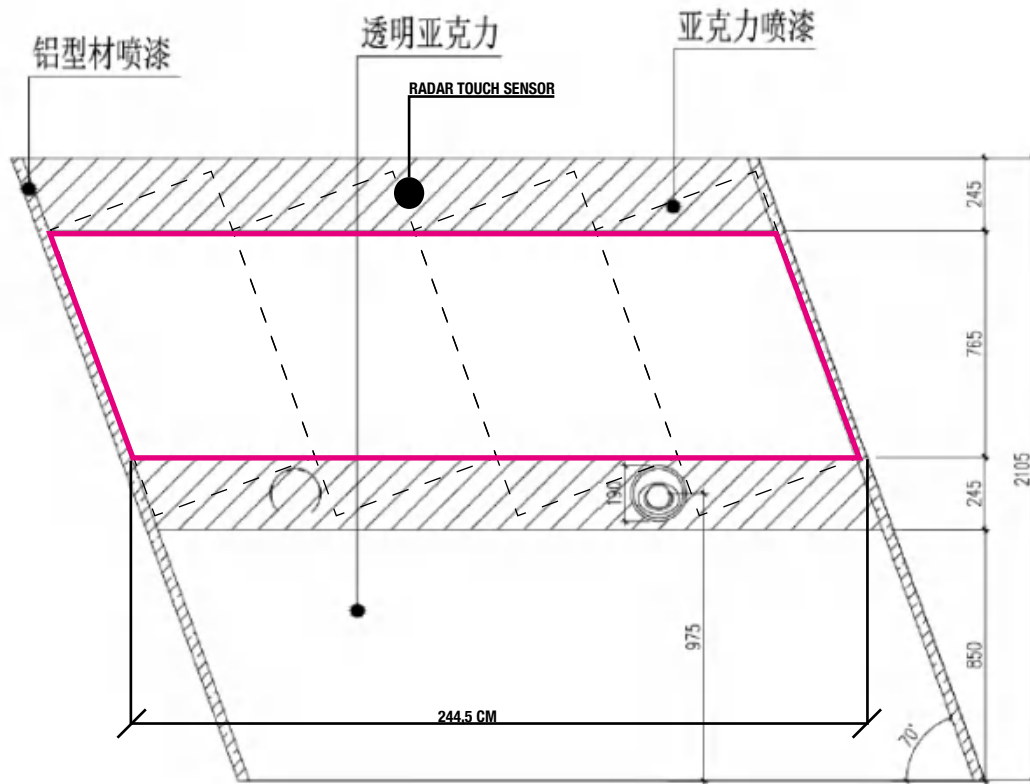
云管管-右下-后视图



云管管-后视图

8.4. CLOUD | TECHNICAL DRAWING

New dimension, please add



云展项-三视图



ALIBABA EXHIBITS

9. BIG DATA APPLICATIONS

9. BIG DATA APPLICATIONS | RENDERINGS



BIRDVIEW

9. BIG DATA APPLICATIONS

LOGIC OF BIG DATA

9.1. MARKETPLACE



The “MARKETPLACE” table explains the business from Alibaba Group. By using the history of Alibaba you are able to learn step by step what kind of business Alibaba Group has and what they do. As well is explained how the dynamic grow is based on seller, buyers and with Big Data.

9.2. CAINIAO



“CAINIAO” supports 10 million 24-hours deliveries smoothly around China. To give the visitor a good understanding of the forecasting and delivery process we lead them through four steps. The visitor can follow the steps by tracking their ball. This one rolls in a groove below the table surface and stops at each screen.

9.3. ANT FINANCIAL

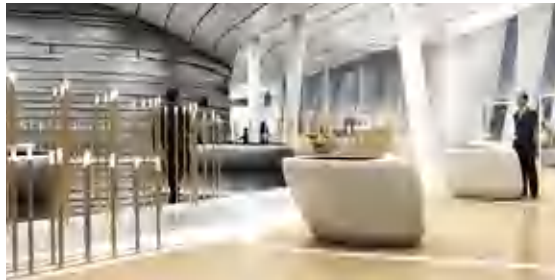


To understand “ANT FINANCIAL” and their businesses the visitor can interact with a game. These game shows what the value is from Credits, but in the same time explains the power of safety in the Big Data. The visitor is able to play as many games as they like.

9. BIG DATA APPLICATIONS

LOGIC OF ALIBABA

9.5. REAL STORY STONES



Each “REAL STORY STONE” tells an individual success story. Based on a business that is grown by using the business from Alibaba Group. Each story is explained with an interactive documentary of 2-3 minutes. The visitor is able to make decision in the movie to see the development of the success. The eye catcher of the stones is the showcase below the screen, where a real object is shown related to the specific business.

9.6. REAL STORY SCREENS



Each “REAL STORY SCREEN” tells as well an individual success story based on an individual business. By this real-body-size screens you are able to have the feeling of real interacting. The person on the screen explains their success by giving answer on a few questions based on question-answer. Extra is intergrade some interactive parts like, drawings, statistics etc.

9.1. MARKETPLACE | EXHIBIT DESCRIPTION

Content

Alibaba Group will be explained by means of the Marketplace. This Marketplace is an environment for all the key business from Alibaba. To make the history development of Alibaba understandable we explain the interactive story in a chronological manner. In the background will be shown how the businesses are connected through 'Big Data'.

Message:

The overall effect is more valuable than addition of all parts.

Experience

The Guide will lead the group through the storyline of Alibaba Group. The table is a symbol for the Alibaba Group Platform. To make the story visible the Guide will place the balls one after the other onto the table. **Each ball presents a business from Alibaba. By turning the balls round, more buyers and sellers are created. By adding more balls, more businesses are created. By touching the related buttons you will receive more information about the following questions: How is Taobao using Big Data? and How is Big Data Eco System used benefits from Taobao?**

To be able to learn more from the individual business from Alibaba Group the visitor is to get more information by the info button.



Digital swarm gives background sound. Each business which will be activate create a short sound as well.



Is not included.

Interactive Ball

- Each ball presents a business from Alibaba
- All balls will be placed onto a ball-holder, which will be used during the explanation of Marketplace
- BALL GIVES LIGHT



9.1. MARKETPLACE | RENDERINGS



BIRDVIEWS




RADARTABLE

9.1. MARKETPLACE | STORYBOARD

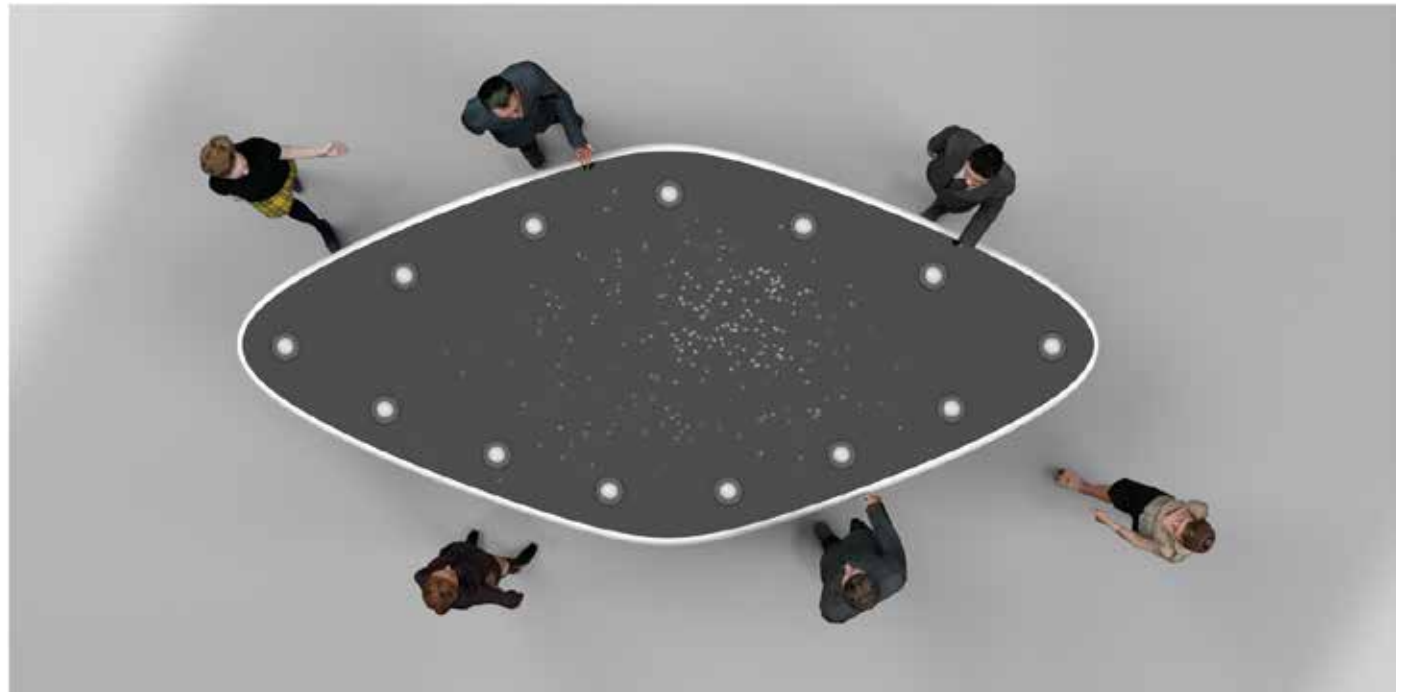
STEP 1

START

- Visitor arrives at the Marketplace table.
- The guide asks the visitor to place their ball into one of the ball-holder.

Background:

- In the background of the screens you see a swarm of Big Data flowing around.

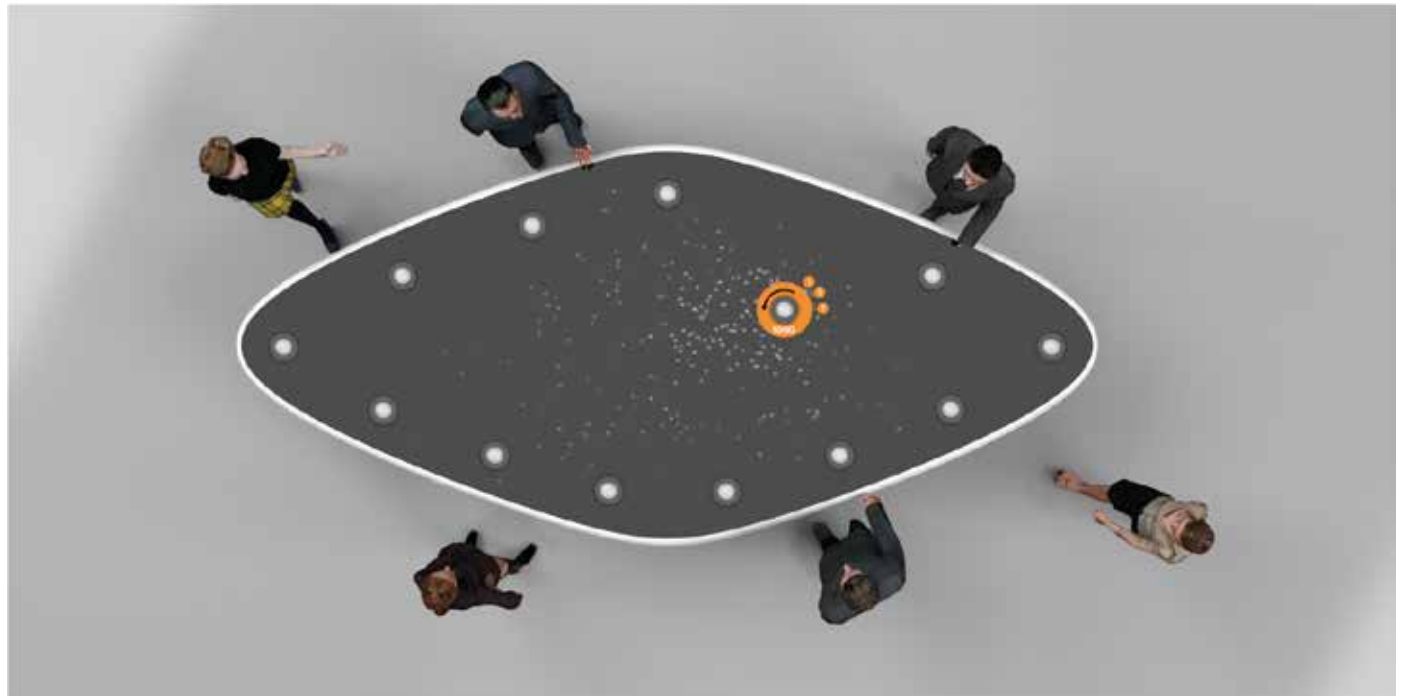


9.1. MARKETPLACE | STORYBOARD

STEP 2

1999

- The guide starts to explain that Alibaba.com is founded in 1999.
- The guide places the first ball (Alibaba.com) onto the table.
- The ball gives reaction to the digital table and shows a small circle under the ball-holder.
- By turning the ball to the right or left you can add more sellers and buyers to the platform.



Background:

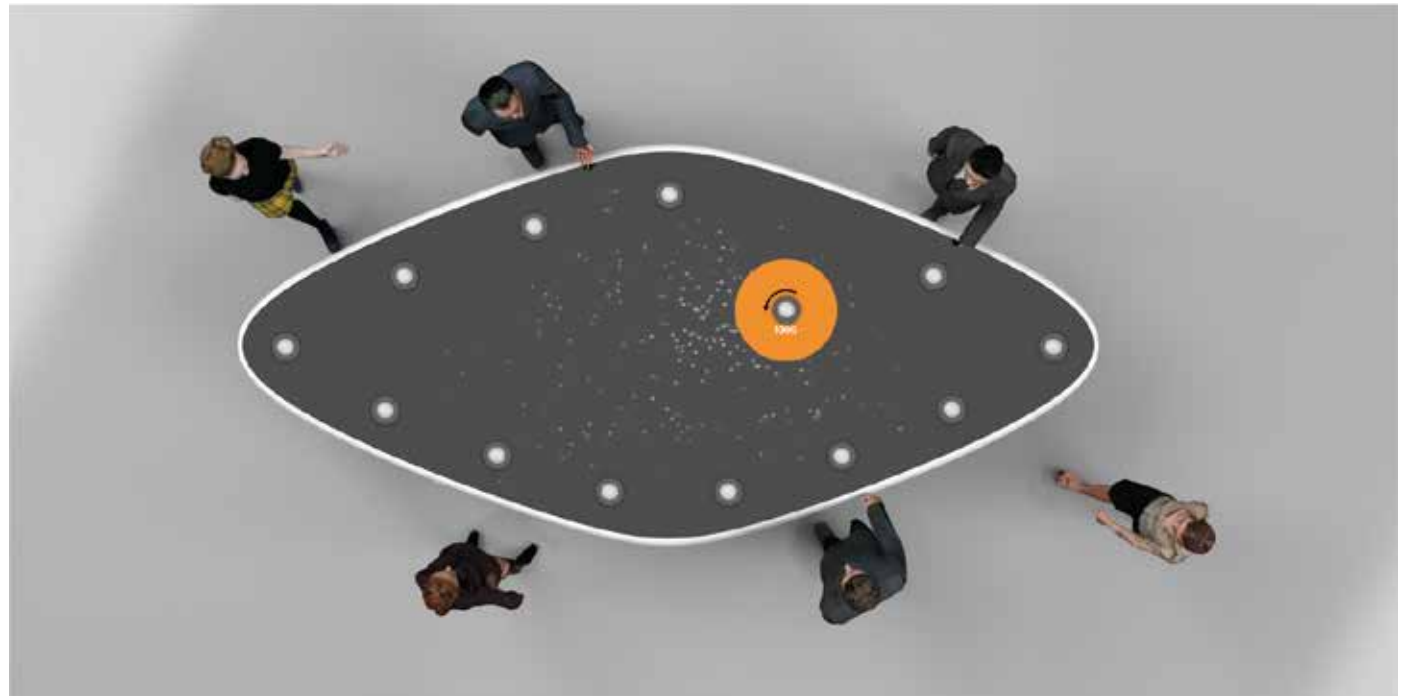
- The background shows how Alibaba.com connects through 'Big Data'.

9.1. MARKETPLACE | STORYBOARD

STEP 2

2000

- How more buyers and sellers participate Alibaba.com how bigger the platform will be.
- You see that Alibaba.com grows every year, in 2000 their buyers and sellers grew quickly.



Background:

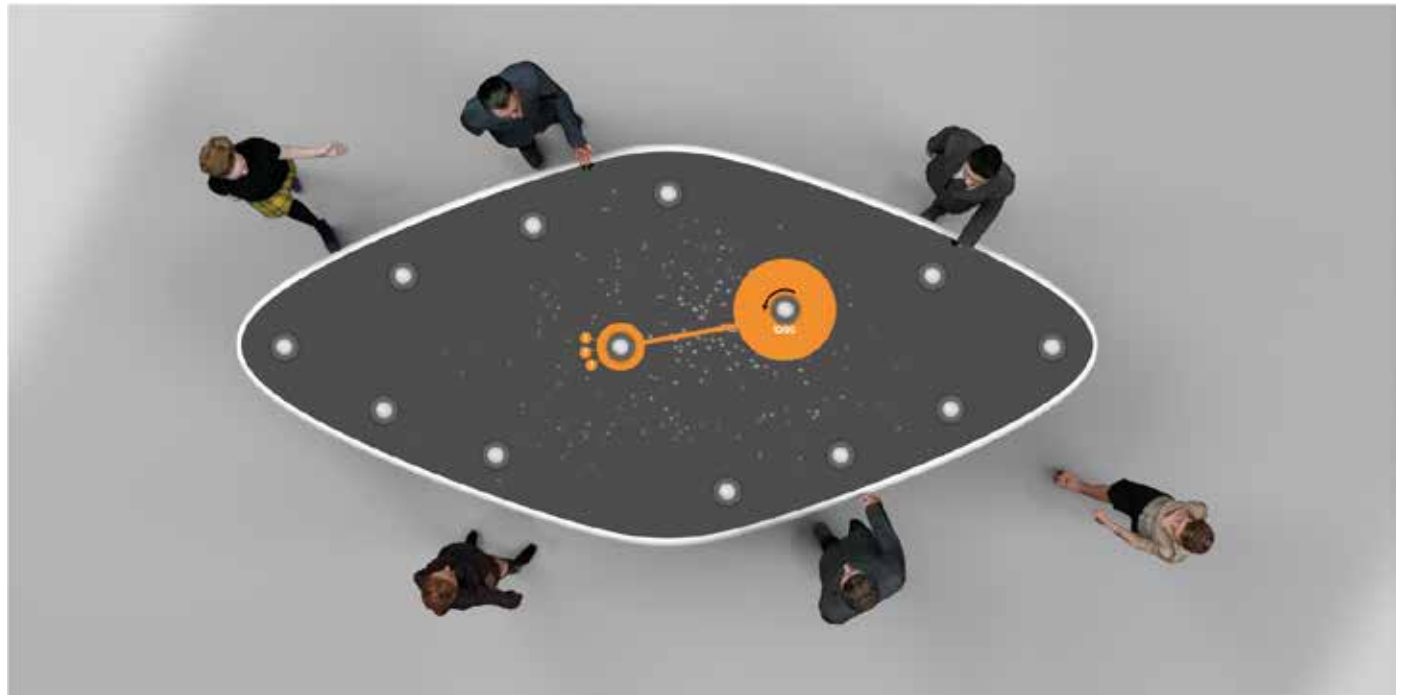
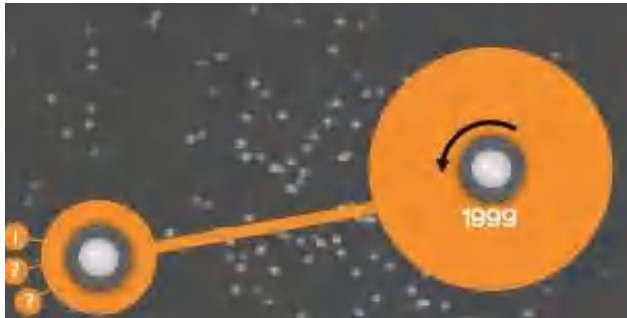
- The background shows how Alibaba.com connects through 'Big Data'.

9.1. MARKETPLACE | STORYBOARD

STEP 3

2003

- In 2003 is Alibaba.com able to create a new business, Taobao.com.
- To show Taobao.com the Guide will ask a visitor to activate another ball (Taobao.com).
- Visitors are able to let the business grow by turning the ball to the left and right, they creating more buyers and sellers.



Background:

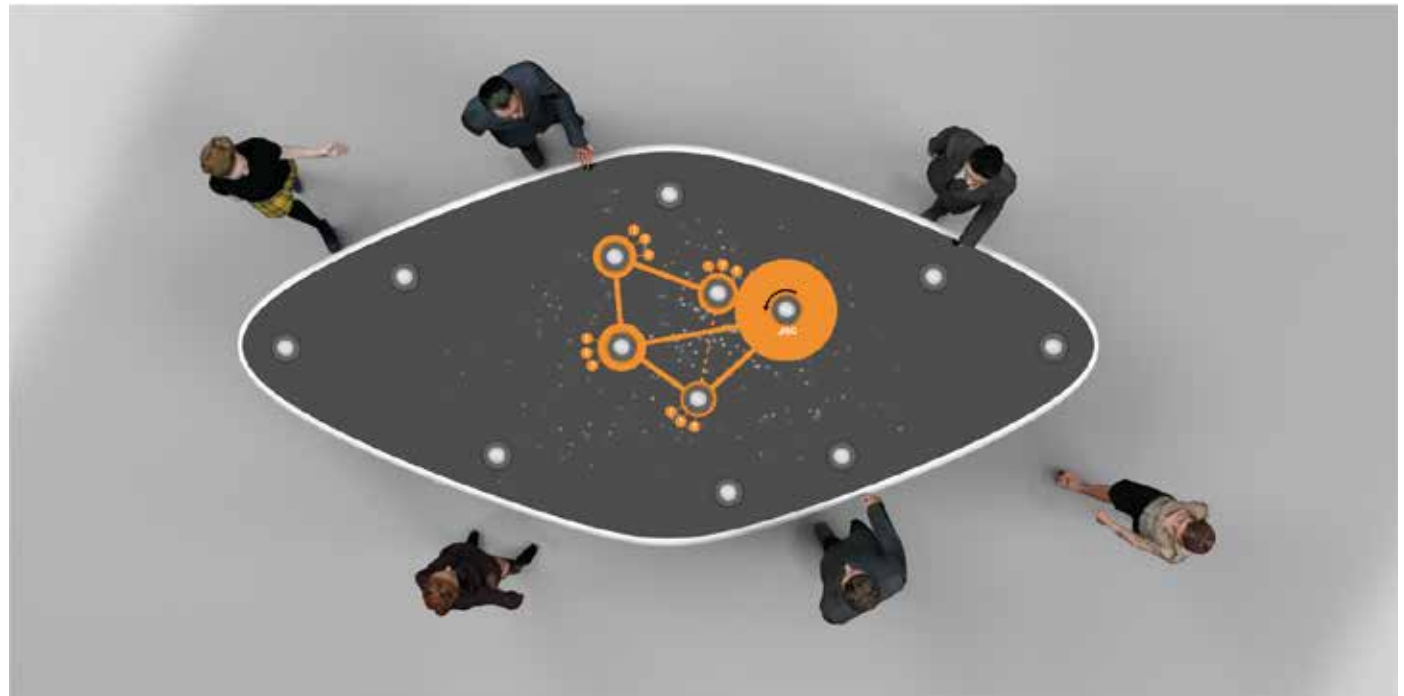
- The background shows how Alibaba.com and Taobao.com are connected through 'Big Data'.

9.1. MARKETPLACE | STORYBOARD

STEP 4

2009

- 2009 became an interesting year for Alibaba Group.
- The platform is still growing and develops other businesses.
- The Guide asks three other visitors to activate their ball.
- By each ball activation a circle pop-ups as well.
- The circles are connected by different graphic solutions.



Background:

- The background shows how all the business are connected to each other through 'Big Data'.

9.1. MARKETPLACE | STORYBOARD

STEP 4

2010

- In 2010 is the Alibaba Group extent by other businesses.
- Each visitor is able to activate the ball to see the connection of the business into the Alibaba Group.
- All business are connected to each other by different graphic solutions.



9.1. MARKETPLACE | STORYBOARD







STEP 4

2013

- 2013 is a year of growing; a lot of new businesses are developed.
- All balls are activated.
- The visitor knows all the definition of the different businesses and how Marketplace works according to each other and the Alibaba Group.




9.1. MARKETPLACE | BUSINESS SUMMARY


- 1999  Alibaba.com - the first business of Alibaba Group, the Leading platform for global wholesale trade serving millions of buyers and suppliers around the world. Through it, small businesses can sell their products to companies in other countries. Sellers on Alibaba.com are typically manufacturers and distributors based in China and other manufacturing countries such as India, Pakistan, the United States and Thailand.
- 2003  Taobao Marketplace – China’s largest online shopping destination, providing hundreds of millions of product and service listings to shoppers.
- 2004  Alipay - a commonly used third-party online payment solution in China, providing an escrow payment service that reduces transaction risk for online consumers. On November 11 2013, Alipay sets a record for the highest daily number of transactions, processing 188 million payments during a 24-hour period. 45.18 million of those transactions.
- 2007  Alimama – the Leading online marketing technology platform, offering sellers on Alibaba Group’s marketplaces online marketing services for both personal computers and mobile devices.
- 2008  Tmall.com – China’s largest third-party platform for brands and retailers, providing a premium shopping experience for increasingly sophisticated Chinese consumers in search of top-quality branded merchandise.
- 2009  Alibaba Cloud Computing – Developer of platforms for cloud computing and data management, developing highly scalable platforms for cloud computing and data management, and providing a comprehensive suite of cloud computing services to support the participants of Alibaba Group’s online and mobile commerce ecosystem, including sellers, and other third-party customers and businesses.

9.1. MARKETPLACE | BUSINESS SUMMARY


- 2010




Juhuasuan – Most popular online group buying marketplace in China, offering quality products at discounted prices by aggregating demand from numerous consumers for a limited period of time.
- 2010




AliExpress – a global retail marketplace targeted at consumers worldwide, enabling consumers from around the world to buy directly from wholesalers and manufacturers in China and have access to a wide variety of products at competitive prices.
- 2010




Ali/Ant Loan – a financial platform, providing loan service for small enterprises and individuals who start business in Alibaba E-Commerce platform.
- 2013




CAINIAO – Operator of a logistics information platform, providing real-time access to information for both buyers and sellers, as well as information that allows delivery service providers to improve the efficiency and effectiveness of their services.
- 2013



Alipay Wallet – a third-party mobile payment platform in China, one movable wallet for your daily life.
- 2013



Yu'e Bao – a solution for individuals to manage excess funds in their Alipay accounts, users making investments through Yu'e Bao can receive a reasonable level of daily yields and are allowed to withdraw their funds anytime.
- 2013



Zhao Cai Bao – an open investment and financial platform providing financial info for investors.

9.1. MARKETPLACE | EXAMPLES



9.1. MARKETPLACE | EXAMPLES



9.1. MARKETPLACE | TECHNICAL DESCRIPTION

Hardware

- 6 MultiTaction Cell 55" Full HD
- 13 trackable Token - semi-transparent acryl (Ali-Services)

Software

- Real Time User Interface which allows multiple users at the same time
- Related Data Layer as Motion Background

Interactive Ball

- Ball to active Token (semi-transparent acryl)
- Interface Control with Ball

KEY SPECIFICATIONS

MT553UTB MultiTaction Cell 55" Full HD LCD Ultra Thin Bezel Display 55" display unit: physical dimensions 1215 x 686 x 200 mm / 47.8 x 27.0 x 7.9 inches

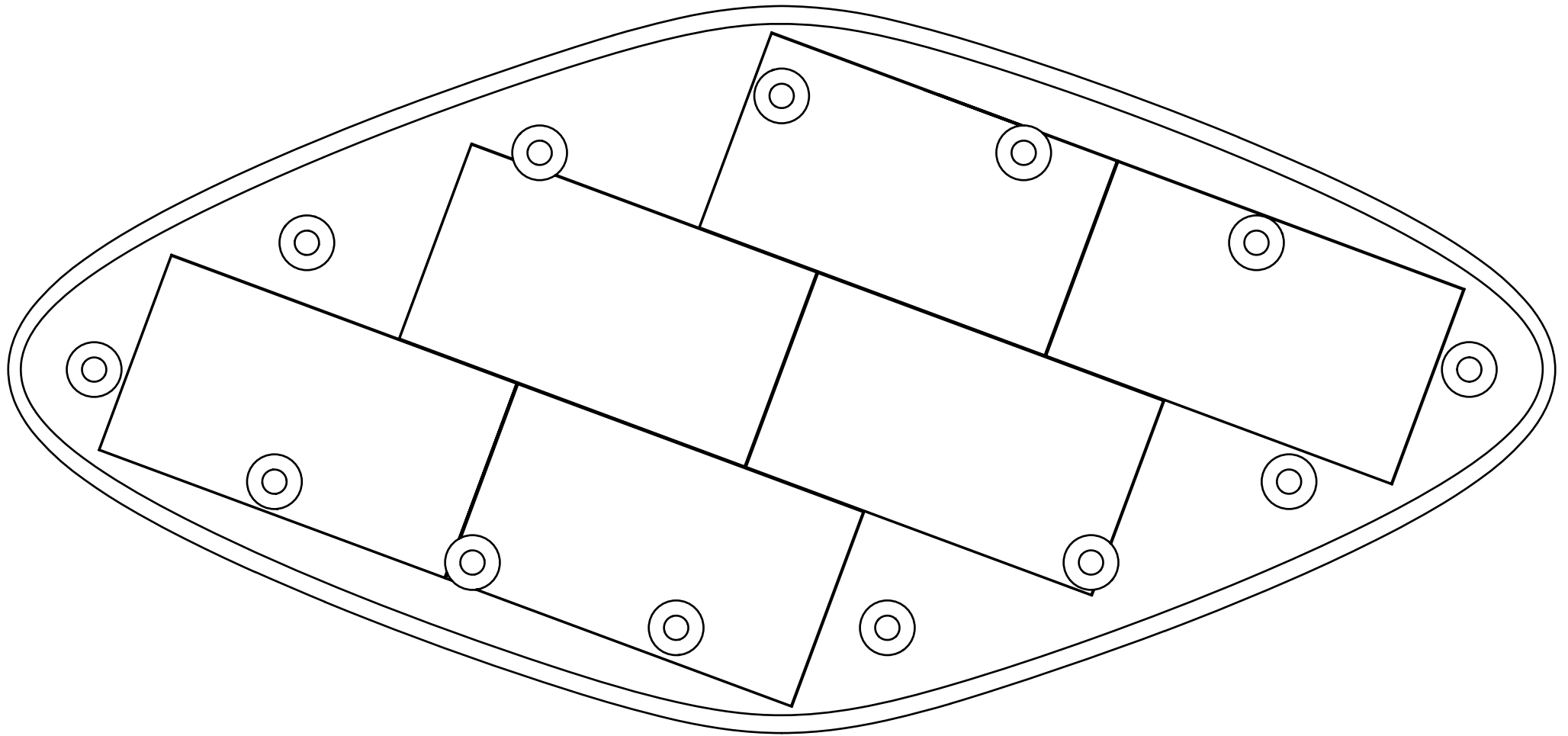
- Bezel width: 1.9 mm / 0.07 inches (bottom and left side), 3.8 mm / 0.15 inches (top and right side)
- Interactive multiuser LCD
- Ultra-fast response time
- Tracks unlimited touch points, including hands, fingers, fingertips, 2D markers, real-life objects
- Supports enriched reality / augmented reality, object recognition and digital whiteboard solutions
- Less than 20 cm deep
- Ideal for video wall and table installations of any size and form
- Frameless thin bezel design with smooth edge-to-edge front safety glass
- Can easily be embedded in custom furniture
- VESA mounting
- Low maintenance, scratch-resistant front glass
- 60,000+ hours expected life-time



Platform Stations

Semi transparent Acryll platform stations. Every station has it's own Alibaba Service graved in.

9.1. MARKETPLACE | TECHNICAL DRAWING



9.2. CAINIAO | EXHIBIT DESCRIPTION

Content

Cainiao will be explained by going step by step through the process of the Logistic services from Alibaba. The visitor is able through the steps to understand the 24-hours and low cost delivery process. The forecasting power of Cainiao as well the buyer experience will be explained.

Message:

Big Data behind. Forecasting. Capacity Sharing

Experience

The visitor will be guide step by step through the process of Cainiao. By putting the ball into one of the stations the screen will show your favourite product (data creation) and explains the first step of the logistic power of Cainiao. After this step the ball will rolls to the second screen where the second step will be explained. The visitor follows the ball and walks to the second screen. This actions will be continue till the fourth station, the ball shows the real product on the screen and will come out afterwards.



Related sound by story explanation by each screen.



Real and Virtual Ball Movement
4 Logistic Principle Animations
related geographical Map in the centre

Interactive Ball

- The visitor put the ball in the table hole
- The ball activates by welcoming the visitor (by name)
- The ball rolls around in a groove and stops by each screen to explain the visitor the related content
- After the fourth step/screen the table throws the ball out



9.2. CAINIAO | RENDERINGS



BIRDVIEW

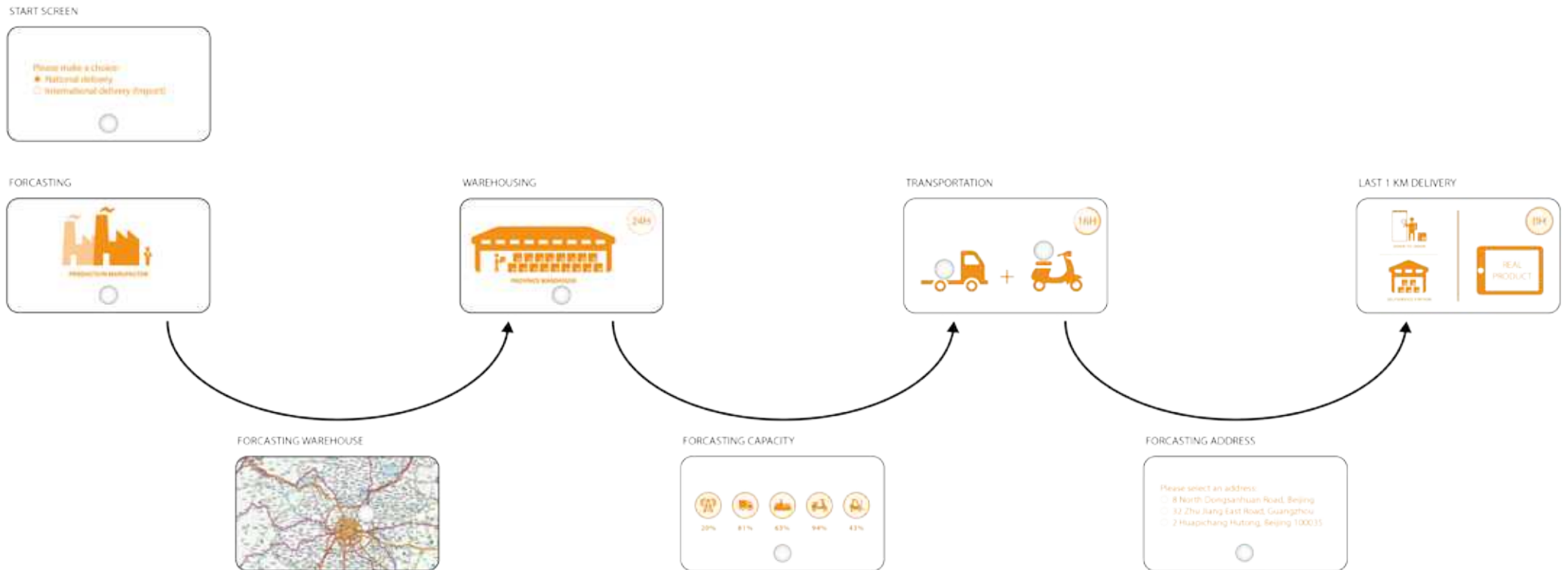
9.2. CAINIAO | CONCEPT



TOPVIEW

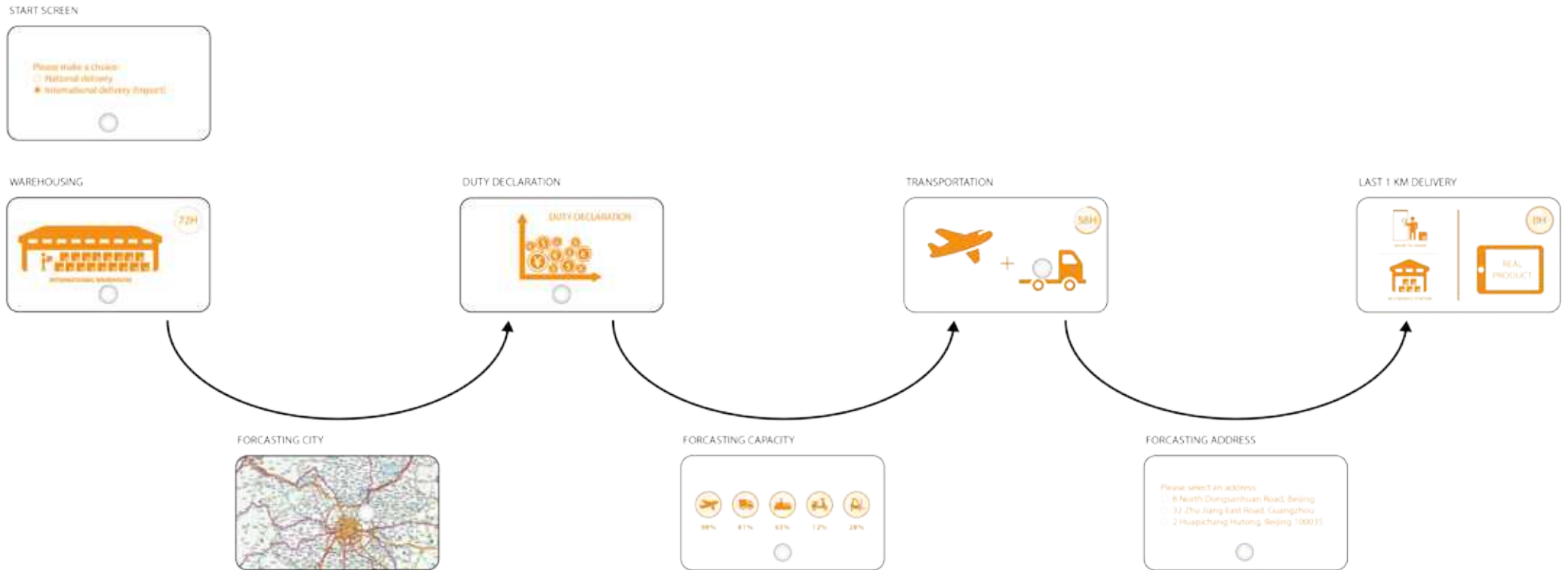
9.2. CAINIAO | STORYBOARD

NATIONAL DELIVERY



9.2. CAINIAO | STORYBOARD

INTERNATIONAL DELIVERY



9.2. CAINIAO | TECHNICAL DESCRIPTION

Hardware

- 4 Touch Screen Interfaces
- 1 related Map Screen
- Ball Slide

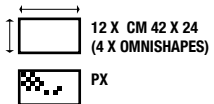
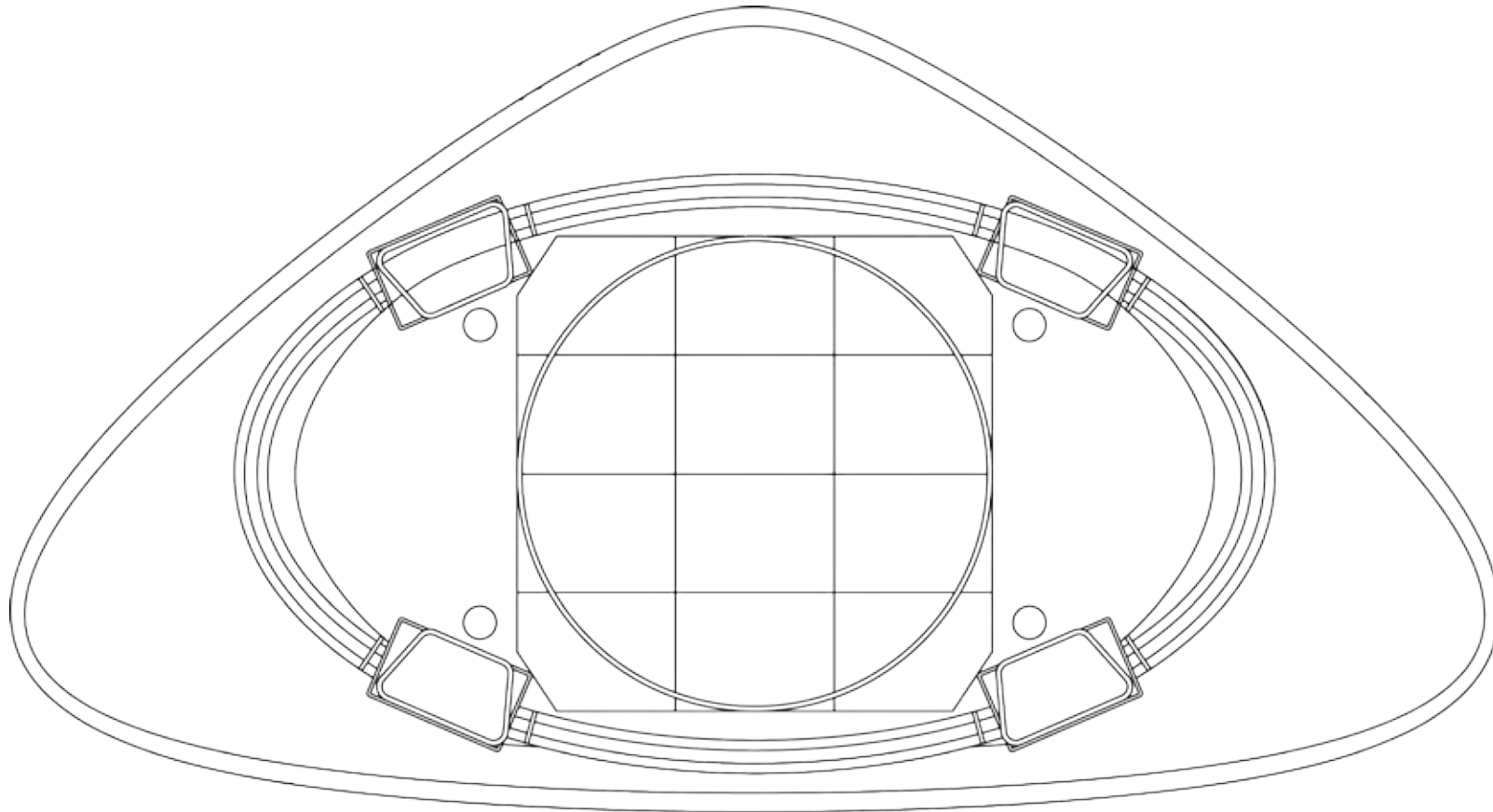
Software

- Software to control the Ball's Movement (Sensor / Meachtronical Interface)
- Multi Touch UI

Interactive Ball

- Conecting Visitors Data (City, Directions)
 - Using the RGB LED Light Source in Order to support the Visual effect for 4 different Status of the Logistic Process.
-

9.2. CAINIAO | TECHNICAL DRAWING



9.2. CAINIAO | TECHNICAL DESCRIPTION



omniSHAPES
EYEVIS MICROLINE



omniSHAPES
EYEVIS MICROLINE

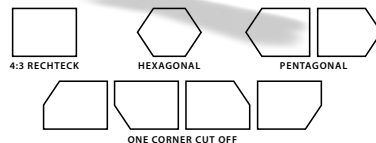
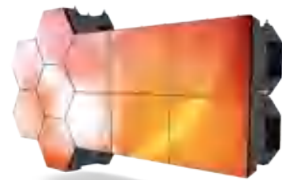
FLEXIBLE DLP® RÜCKPROJEKTIONS_EINHEITEN
MIT LED-LICHTQUELLE



PRODUKTBESCHREIBUNG

Mit den omniSHAPES von eyevis wird eine Weltneuheit im Display-Bereich präsentiert. Diese neuen kleinen Rückprojektions-Würfel verlassen erstmals die bisher für Displays übliche Rechteck-Form. Egal ob in klassisch rechteckiger Form, als Sechseck oder andere polygone Formen, jegliche Konfiguration des Produkts ist denkbar. Die konisch zulaufende Gehäuseform erlaubt darüber hinaus auch den Aufbau konvex oder konkav gewölbter Bildwände. Den gestalterischen Möglichkeiten sind somit fast keine Grenzen mehr gesetzt.

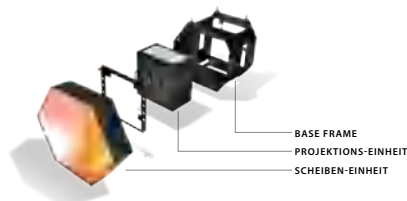
Die omniSHAPES basieren auf einer 1-Chip DLP® Projektions-Engine mit LED-Technologie, einer robusten Rahmeneinheit mit Montage-riegeln zur Fixierung mit weiteren Einheiten und einer Scheibeneinheit. Die modulare Bauweise ist besonders vielseitig, die Projektoren und Rahmen können mit Scheiben verschiedener Form ausgestattet werden und verfügen über einen automatischen Farb- und Helligkeitsabgleich. Jede der „Shapes“ verfügt über eine eigene interne Processing-Einheit, so dass keine externen Geräte zur Bildverarbeitung notwendig sind.



BEISPIELHAFT ANORDNUNGEN



MODULAR BAUWEISE



DIE VORTEILE IM ÜBERBLICK

- Gestochen scharfe Bilder, selbst bei geringem Betrachtungsabstand
- Rechteckige Modelle, Sechsecke, Fünfecke und weitere kundenspezifische Formen verfügbar
- Konkave, gerade oder konvex Videowandanordnungen
- DVI Loop-through, Eingang: DVI Single Link bis zu 2K Auflösung
- Interne Signalverarbeitung, kein externes Processing notwendig
- Automatische Farb-/Helligkeitskorrektur für dauerhafte Bildarstellung
- Baukasten-Design: Projektor Einheit ist unabhängig und kann einfach nach hinten oder vorne ausgebaut werden
- LED: einzelne LEDs für RGB gewährleisten eine perfekte Farbdarstellung
- LED Powered: mehr als 60.000 Stunden Lebensdauer, der Leuchtmittel

omniSHAPES
EYEVIS MICROLINE



omniSHAPES

FLEXIBLE DLP® RÜCKPROJEKTIONS_EINHEITEN MIT LED-LICHTQUELLE



TECHNISCHE DATEN

DISPLAIEIGENSCHAFTEN

Helligkeit:	typ. 530cd/m² @ 6500K (kalibriertes System mit CrossPrism Scheibe) max. 650cd/m²
Farbtemperatur:	2800K bis 15000K
Farbräume:	Wide (120% NTSC) / Normal (sRGB) / High Brightness
Kontrast:	typ. 8001 (statisch full on/full off)
Auflösung:	Nativ: 1280x800 Pixel, effektive Bildschirmauflösung (rechteckige 4:3 omniSHAPE): 1024x768 Pixel
Pixel Abstand:	0,469 x 0,469mm
Projektionsscheibe:	CP oder BB (CrossPrism -> bessere Helligkeit, BlackBead -> bessere Einblickwinkel)
Stegbreite:	typ. 0,8mm (+0,5 / -0,1) zwischen benachbarten omniSHAPES bei 25°C Umgebungstemperatur (77°F)
LED Lebensdauer:	≥60.000 Stunden (bis zum Abfall auf 50% der ursprünglichen maximalen Helligkeit)

UMWELTEIGENSCHAFTEN:

Betriebsbedingungen:	Temperatur: empfohlen 15 - 25 °C, 5 - 35 °C, für steglose Scheiben 15 - 28 °C Luftfeuchtigkeit: 0% - 80 % nicht kondensierend
Lagerung:	0 - 50 °C
Wärmelast:	ca. 200BTU/h (typ.), ca. 270BTU/h (bei voller Helligkeit)
Geräuschemission:	typ. ≤30dBA

KOMMUNIKATION

Steuerung:	RS232 oder LAN
Signalschleife:	RS232 Loop-through zur Kommunikation der omniSHAPES untereinander
Software:	omniSHAPES Designer Software zur Steuerung und Einstellung (Designer auch im Offline-Modus verfügbar)

EINGANGSSIGNAL

Typ:	Single Link DVI-D Eingang und Loop-through, Auflösung bis zu 2K (2048x1200@60Hz)
Frame Rate:	48Hz bis 75Hz (abhängig von der Auflösung)
Matrix/Skalierung:	Internes Skalieren und Splitting, Keine externen Controller notwendig.

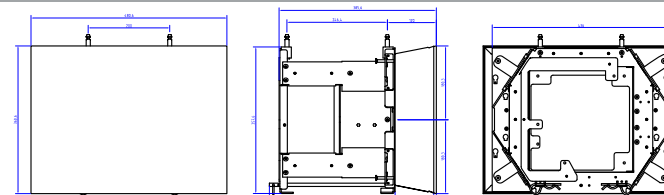
ELEKTRISCHE EIGENSCHAFTEN

Spannungsversorgung:	AC 110V/220V, 50Hz/60Hz
Leistungsaufnahme:	58W (typ., eingestelltes System @ 70% Helligkeit), 80W (max., eingestelltes System @ volle Helligkeit)

MECHANISCHE EIGENSCHAFTEN

Scheibenabmessungen:	rechteckige 4:3 omniSHAPE: 480mm x 360mm (23,6" Diagonale)
Einbautiefe:	Minimal benötigte Installationstiefe 550mm (omniSHAPE + Wandabstand zur Entlüftung)
Gewicht:	12,9 kg (ohne Kabel und Verbindungselement)

ZEICHNUNG



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9.3. ANT FINANCE | EXHIBIT DESCRIPTION

Content

In a playful way is the visitor able to learn all the different businesses from ANT Financial. By grabbing credit icons (background) you understand what kind of data is used to calculate a personal credit. To learn afterwards what kind of risks you can have with your account as well. The businesses from ANT Financial are explained by different user examples.

Message:

Credit is Wealth, Data means Safety.

Experience

By activating the ball on the side of the table the screen activate. It tells the visitor what their personal score is based on the personal data (saved by Data Creation). The visitor is able to upgrade their credit and risk score by playing a game. The game starts always with a task. By following the instructions the visitor is able to find out the different businesses from ANT Financial. Each business has a different aim that will be explained with examples to the visitor. After the explanation the visitor is able to go back to their 'home' station to start a new game.



Sound by collecting credits. For the right or the wrong collected credit will be a different sound.



Is not included.

Interactive Ball

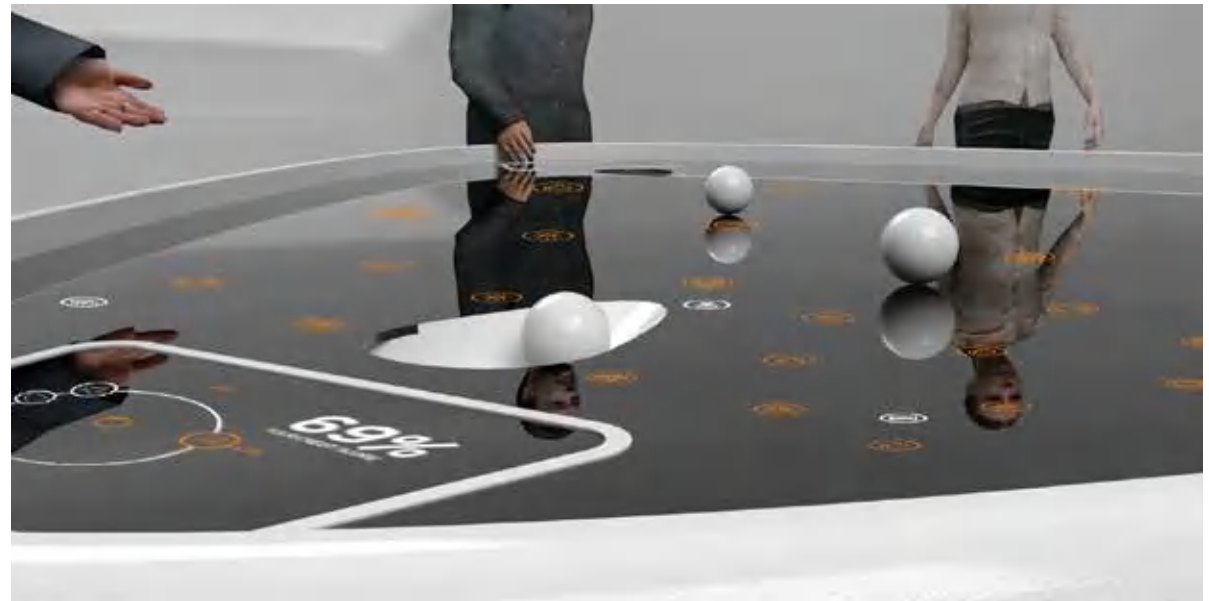
- The visitor put the ball in the table hole.
- The ball activates by welcoming the visitor on a screen
- By playing the game there will be another ball (NAME?) used
- At the end of the game the table throws the ball out



9.3. ANT FINANCE | RENDERINGS



BIRDVIEW
DETAIL

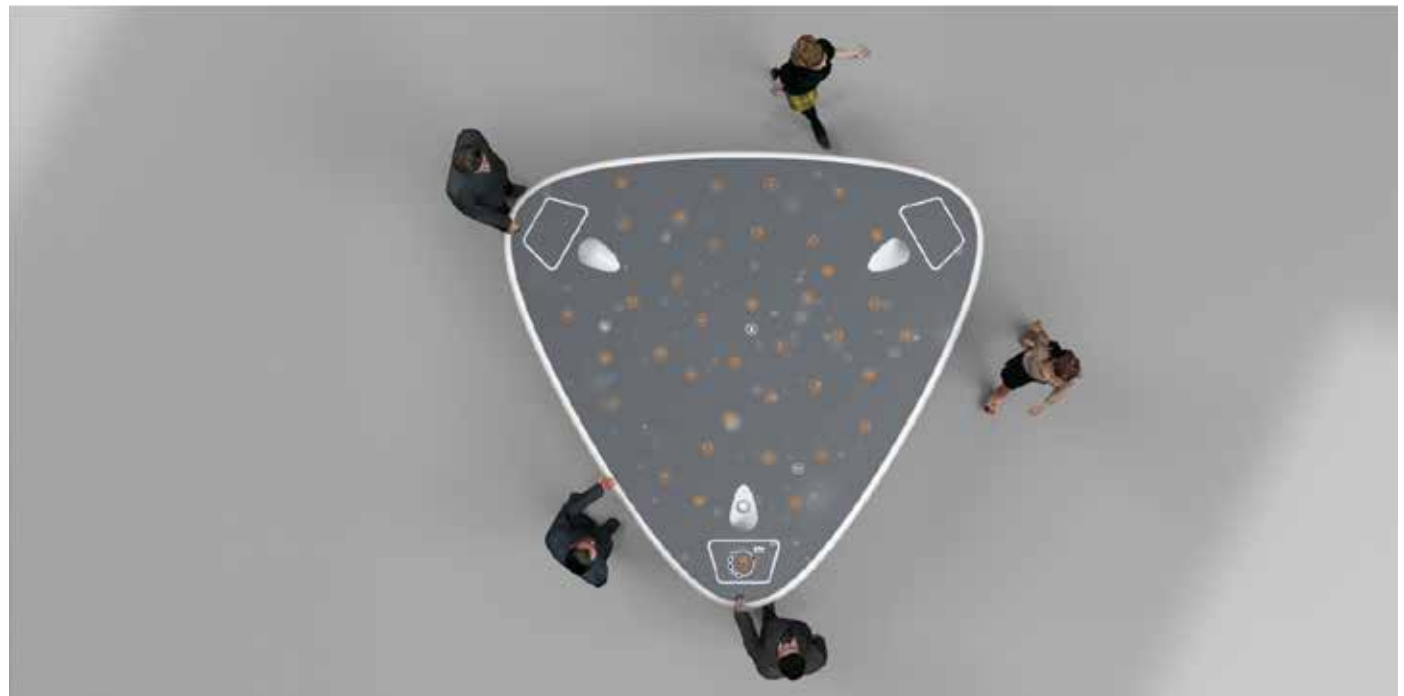
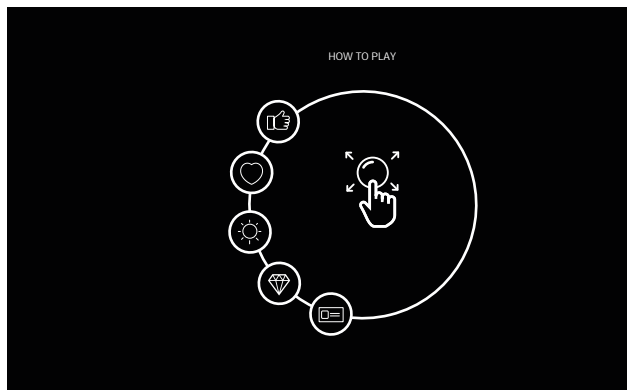


9.3. ANT FINANCE | STORYBOARD

STEP 1

GAME EXPLANATION

- By activate the ball, the screen explains how the navigation of the game works

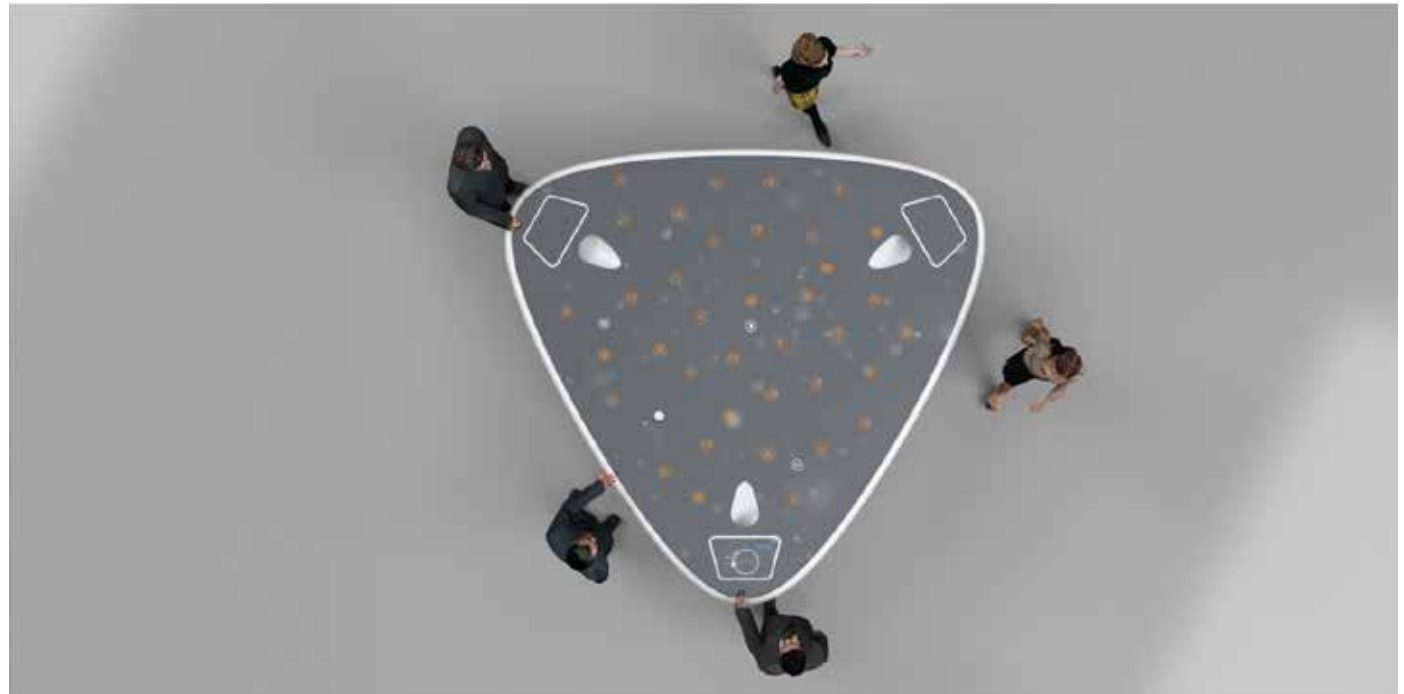


9.3. ANT FINANCE | STORYBOARD

STEP 2

TASK RISK SCORE

- The visitor has to collect three icons to be able to get a good risk score
- The best risk score you can have is 0%

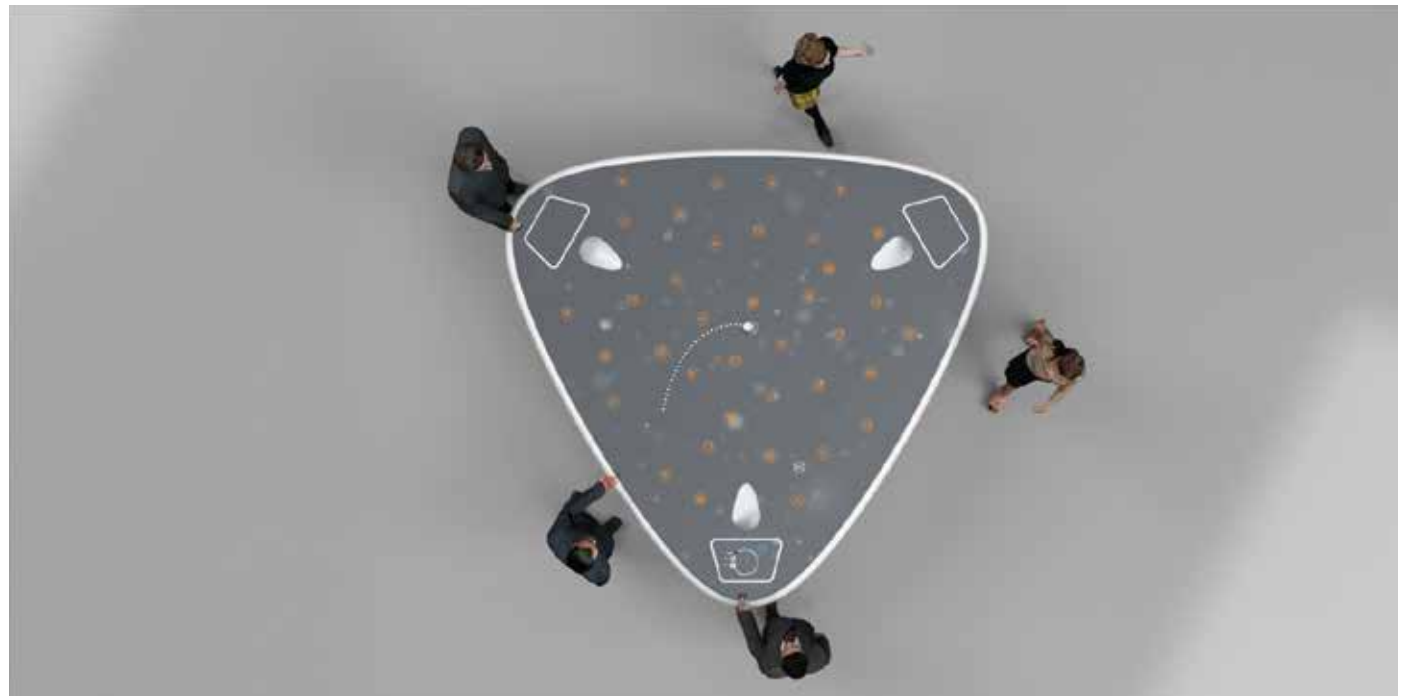


9.3. ANT FINANCE | STORYBOARD

STEP 3

RISK SCORE

- The first icon Location is picked up by the visitor
- The risk score comes down

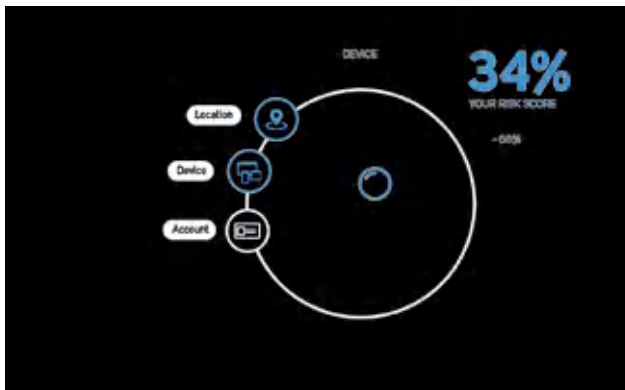


9.3. ANT FINANCE | STORYBOARD

STEP 4

RISK SCORE

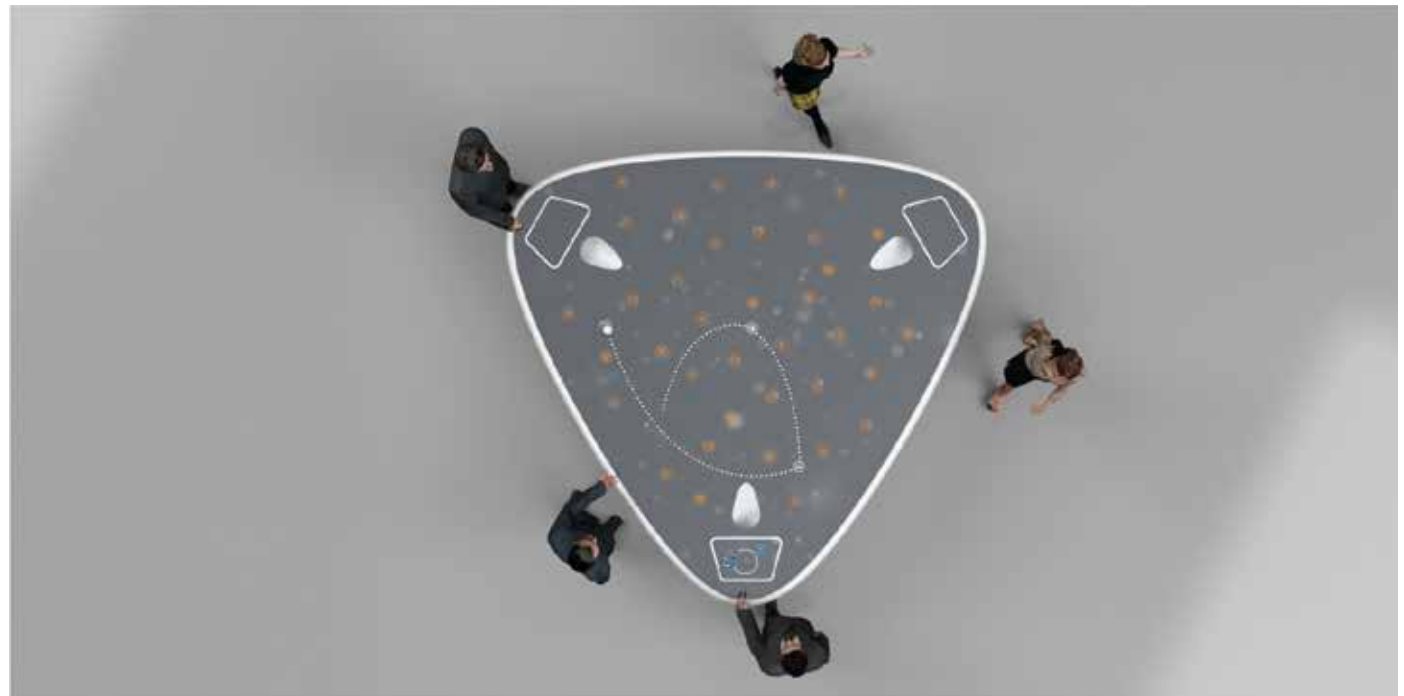
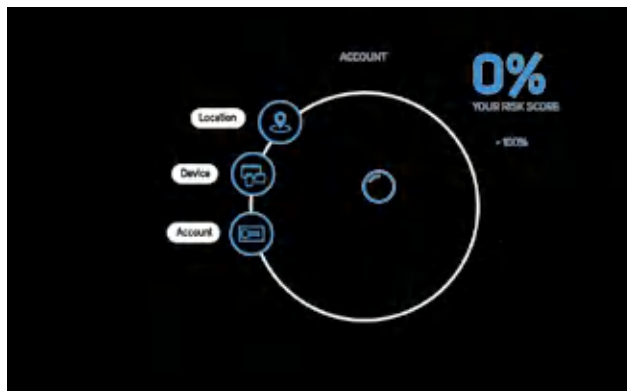
- The second icon Device is picked up by the visitor
- The risk score comes down



9.3. ANT FINANCE | STORYBOARD

STEP 5 RISK SCORE

- The last icon Account is picked up as well by the visitor
- Your risk score is 0%

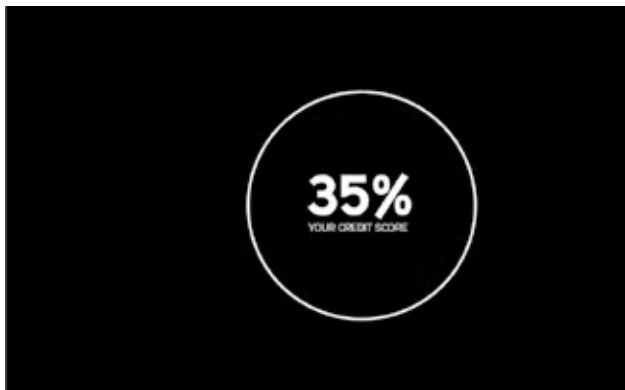


9.3. ANT FINANCE | STORYBOARD

STEP 6

CREDIT SCORE

- A personal credit will be shown, the data is used out of the input in Data Creation

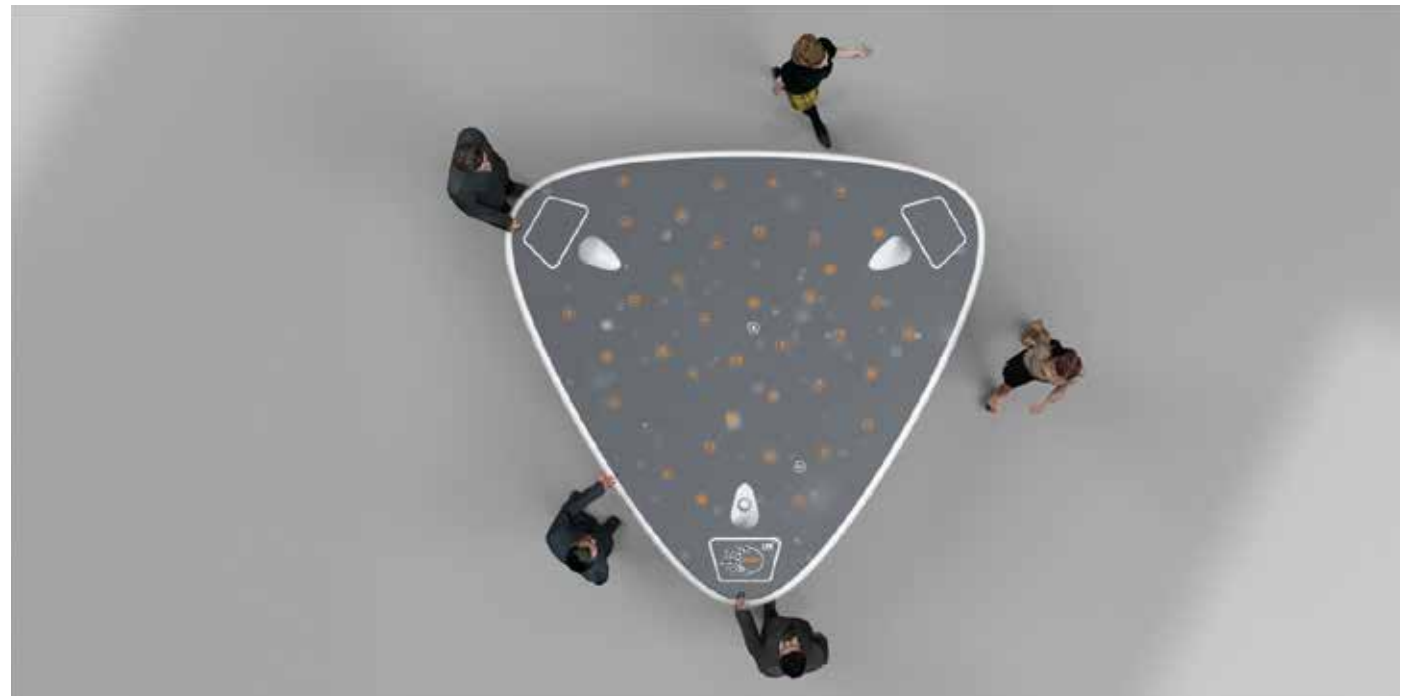
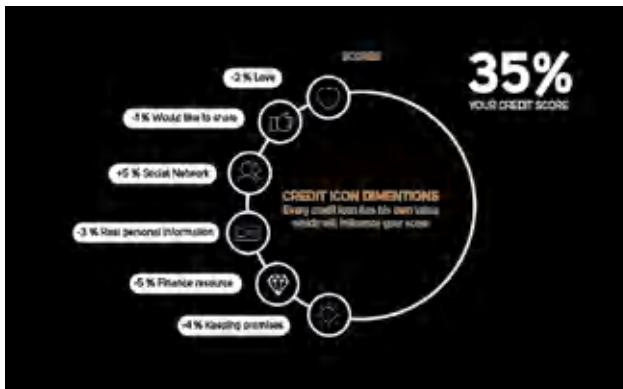


9.3. ANT FINANCE | STORYBOARD

STEP 7

TASK CREDIT SCORE

- A task will pop up which the visitor has to follow
- The visitor has to make sure that he is collecting the right credits
- By collecting wrong credits the personal credit will give a lower result than original



9.3. ANT FINANCE | STORYBOARD

STEP 8

TASK CREDIT SCORE

- During the 'game' counts the screen the amount of tasks you still have to complete

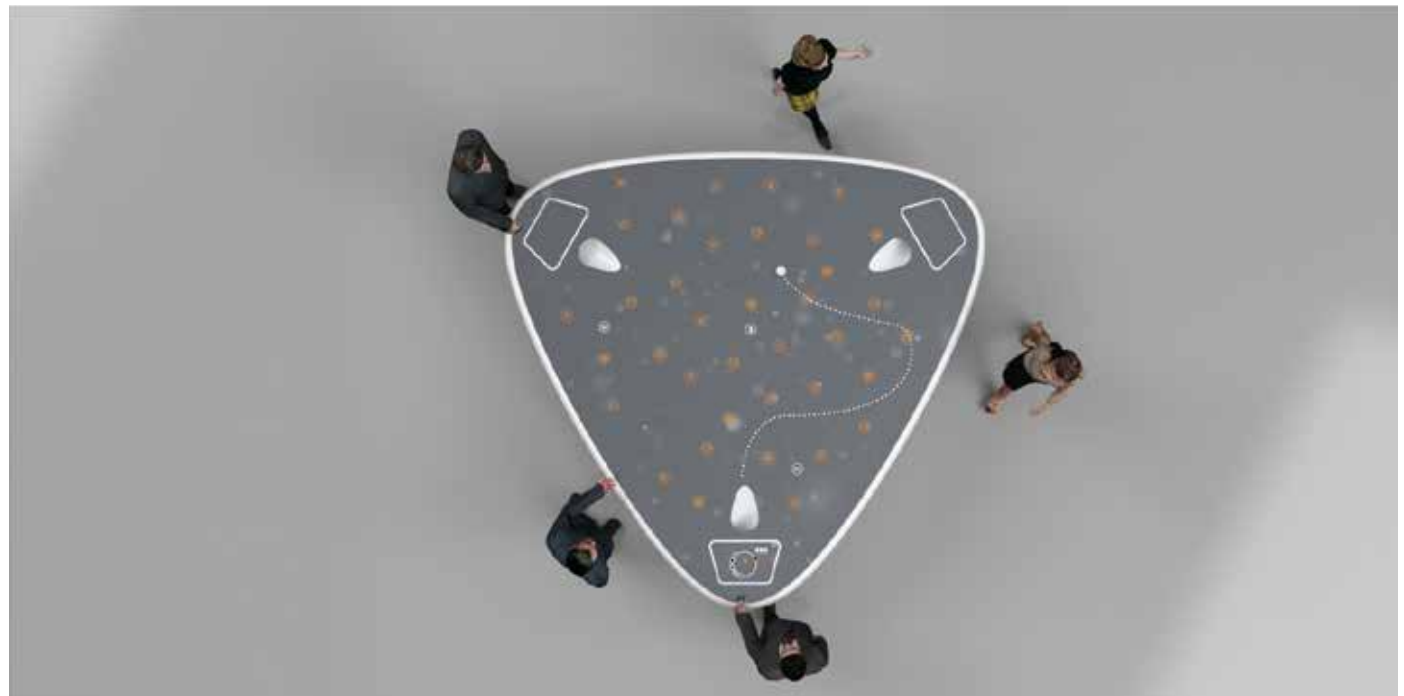
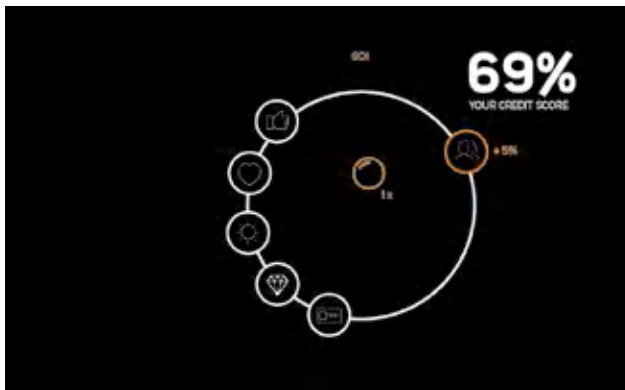


9.3. ANT FINANCE | STORYBOARD

STEP 9

CREDIT SCORE

- The visitor will collect the right icons by following the tasks on the screen
- The score will rise up to 100% by every correct collecting item

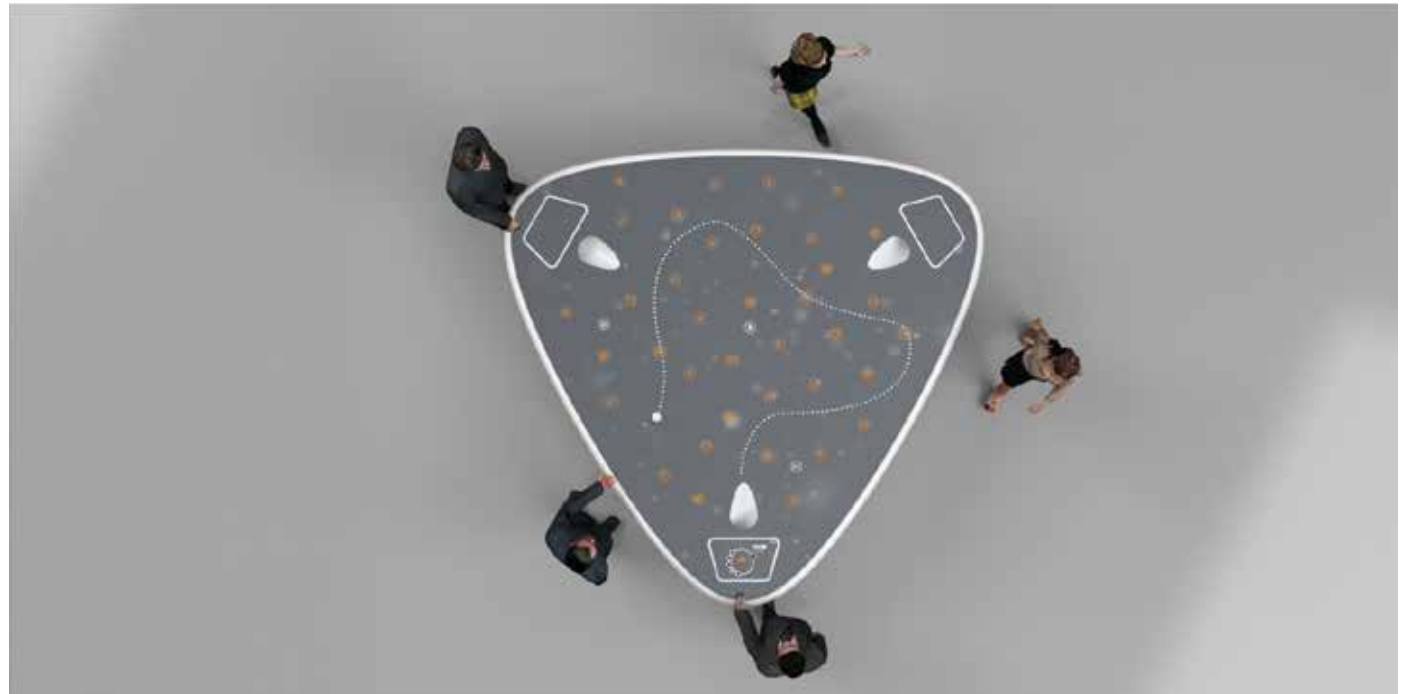
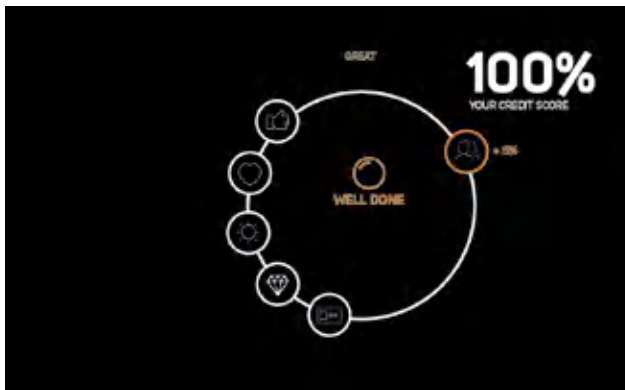


9.3. ANT FINANCE | STORYBOARD

STEP 10

CREDIT SCORE

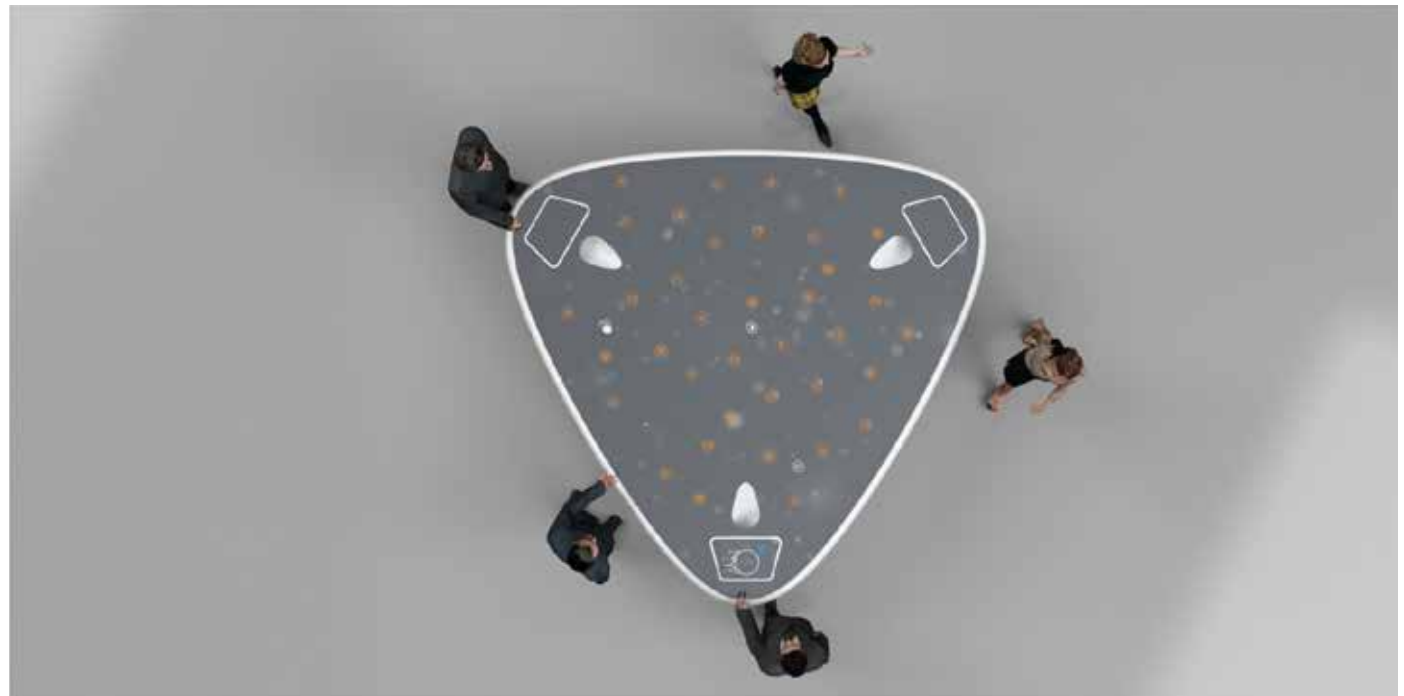
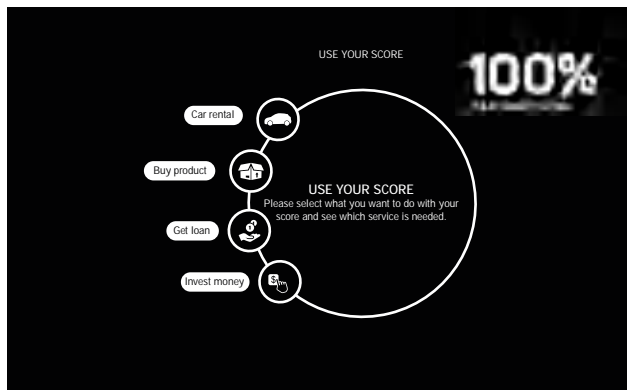
- The visitor collects all the icons and receives a score from 100%



9.3. ANT FINANCE | STORYBOARD

STEP 11 SERVICE EXPLANATION

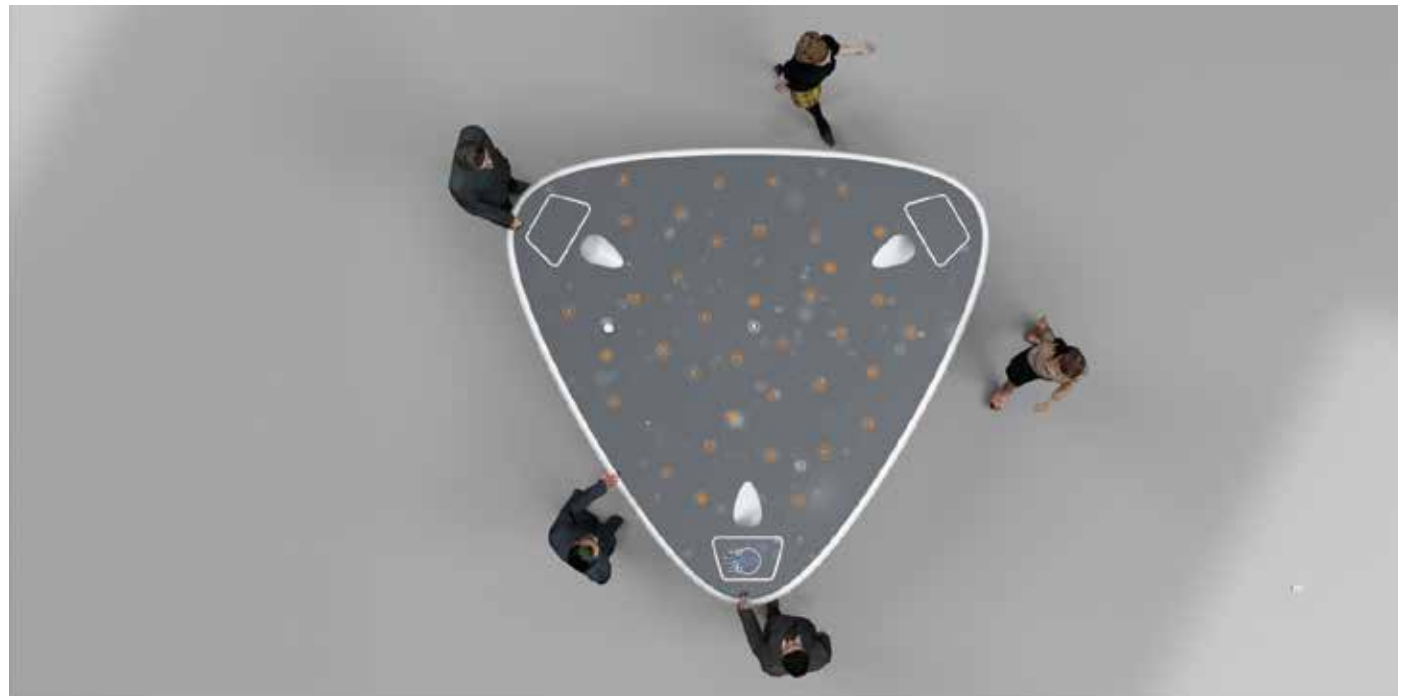
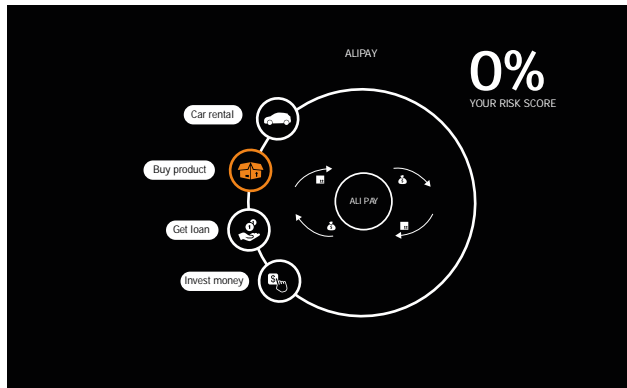
- After ranking your score to 0% you can chose what you are going to do with it.
- Please select the product or service you want to have and/or know more about



9.3. ANT FINANCE | STORYBOARD

STEP 11 SERVICE EXPLANATION

- Your product is selected, now you will get more information about how the service is working

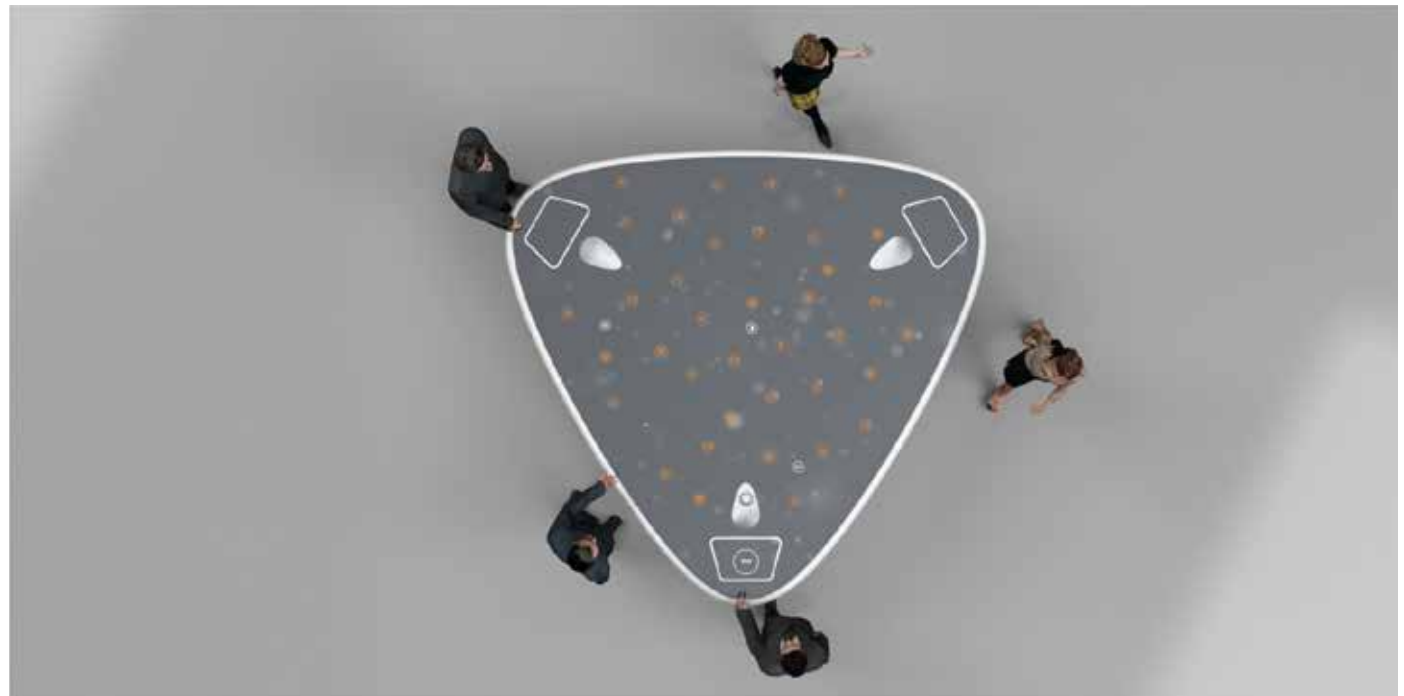


9.3. ANT FINANCE | STORYBOARD

STEP 12







END OF GAME OPTIONS

- The visitor has the option to start a new game, with a new task
- The visitor has the option to quit the game and to get your ball back
- By quitting the game, the data will be saved on the ball









9.3. ANT FINANCE | STORYLINES

CREDIT DIMENSION ICONS

-  Would like to share
-  Social Media
-  Love
-  Keeping promises
-  Financial resource
-  Real personal information

RISK DIMENSION ICONS

-  Location
-  Device
-  Social Account
- 
- 
- 

9.3. ANT FINANCE | TECHNICAL DESCRIPTION

Hardware

- Graphic icons with:
 - LED Booklight
 - RFID Reader
 - Photo Cell (optional)

Software

- Software to control the Ball's Movement
- Software tracking interpretation

Interactive Ball

- Using the RGB LED Light Source in Order to support the Visual effect for 3 players of the ANT Financial table
- Sphero
- RFID CHIP

OPTION 1

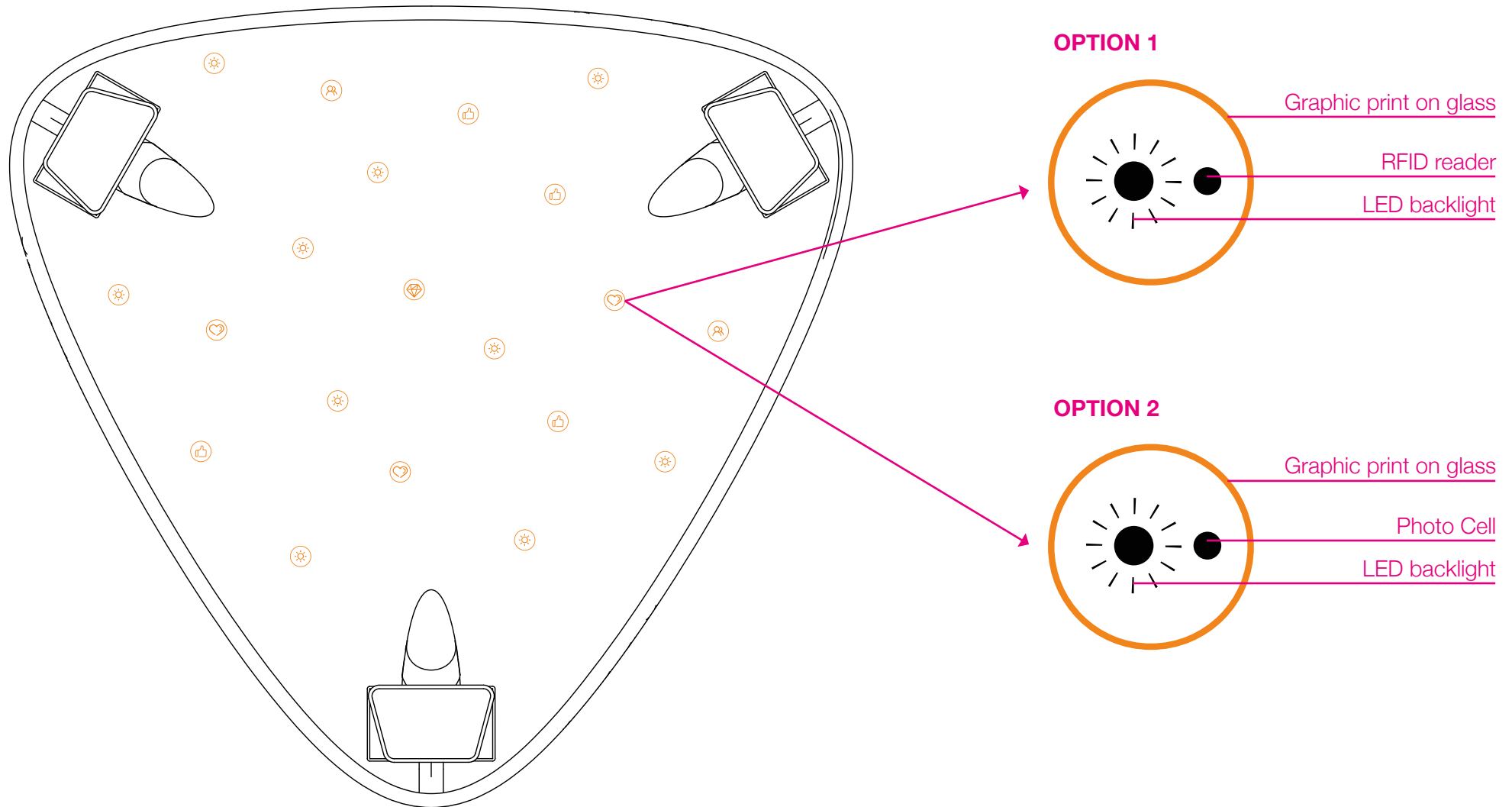
The ball rolls over a Graphic icon and will be tracked by a RFID Reader. This gives the option that every ball will be tracked individually.

OPTION 2

The ball rolls over a Graphic icon and will be tracked by a Photo Cell. This gives the option that every ball will be tracked similar. There will be no difference between the players.



9.3. ANT FINANCE | TECHNICAL DRAWING



9.4. ECOLAKE | EXHIBIT DESCRIPTION

Content

Ecolake is a digital translation of water behaviour with the similar needs of Big Data - establishing a huge interactive Plattform for Alibaba Services in the Showroom.

The top floor is covered with Infinity mirrors downwards, to be able to give an endless effect to the bottom of the floor by using LED lights underneath the top floor.

Message:

"Explore the Infinity" / "The Digital Eco System"

Experience

When nobody is involved the Ecolake will show an overall light atmosphere. When the visitor starts walking on the floor of the Ecolake the floor interacts with the visitor. This means that it behaves like you are touching a lake of still water.

Interactive Ball

No ball involved



Digital Nature Sounds



Interactive Infinite Mirror Floor
Digital Grass

9.4. ECOLAKE | ANIMATION



9.4. ECOLAKE I TECHNICAL DESCRIPTION

Hardware

- Radar touch or
- Pressure-sensitive sensor
- Grass instalation is linked to the Lake Sensors.

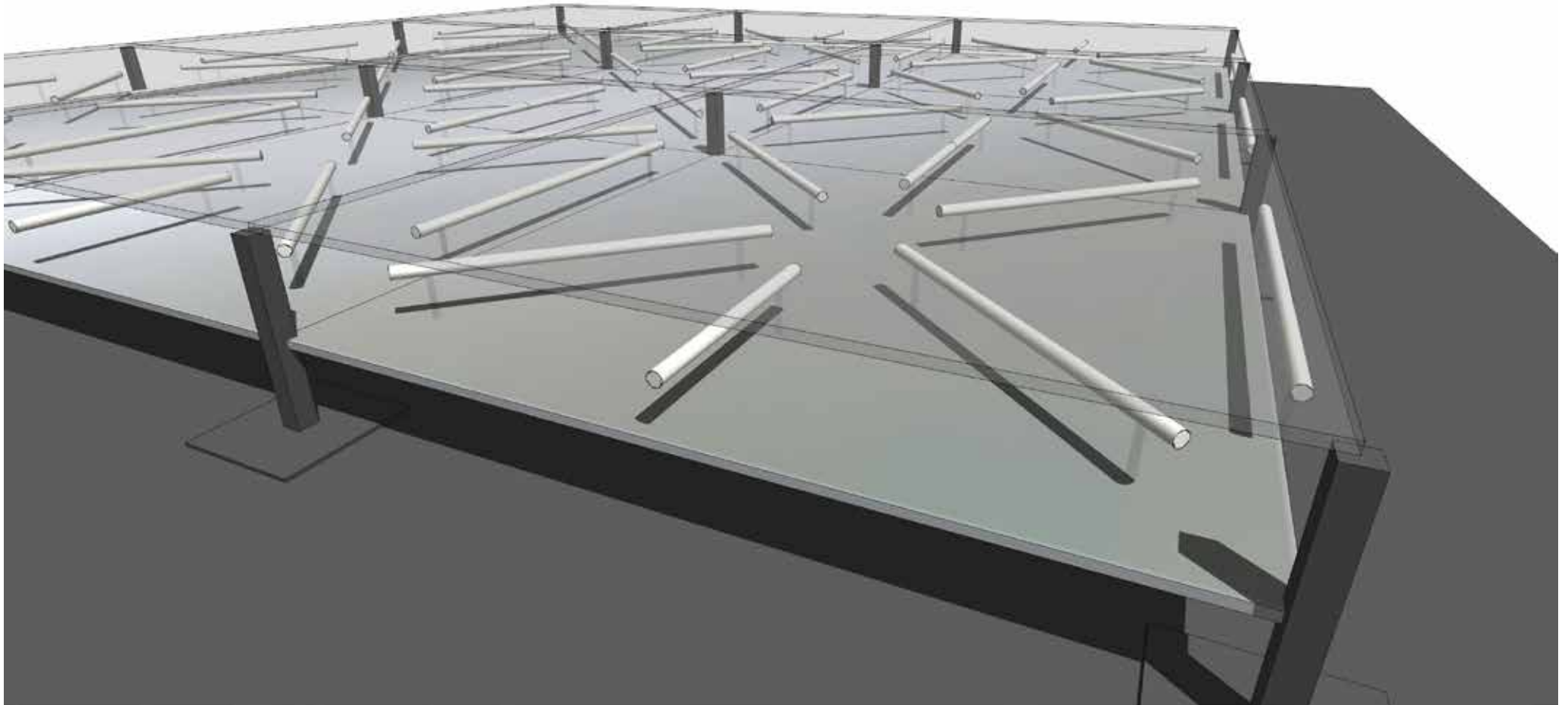
Software

- Realtime Engine to Playback the visitors movement interactivly.

Interactive Ball

BALL CAN BE ALSO USED AS A ALTERNITIVE FOR TRACKING

9.4. ECOLAKE I TECHNICAL DRAWING



9.4. ECOLAKE I TECHNICAL DRAWING



9.4. ECOLAKE | INFINITY MIRROR



9.5. REAL STORY STONES | EXHIBIT DESCRIPTION

Content

Different real stories where each individual business their success present. The 2-3 minute documentary movie is interactive and will involve the visitor. By using the technology of a transparent screen the content can play between digital and real object.

Message:

Small enterprises which have success by Alibaba.com.

Experience

By activating the ball the visitor is able to start a success movie. This movie is interactive and will ask the visitor every now and then a question to go the next step. During the movie the visitor will be surprised to see a real product under the transparent screen, which is part of the movie.



Sound related to movie/documentary



Informative content

Interactive Ball

- Activation of the movie
- Personal welcome by Name
- Movie is finished > deactivation

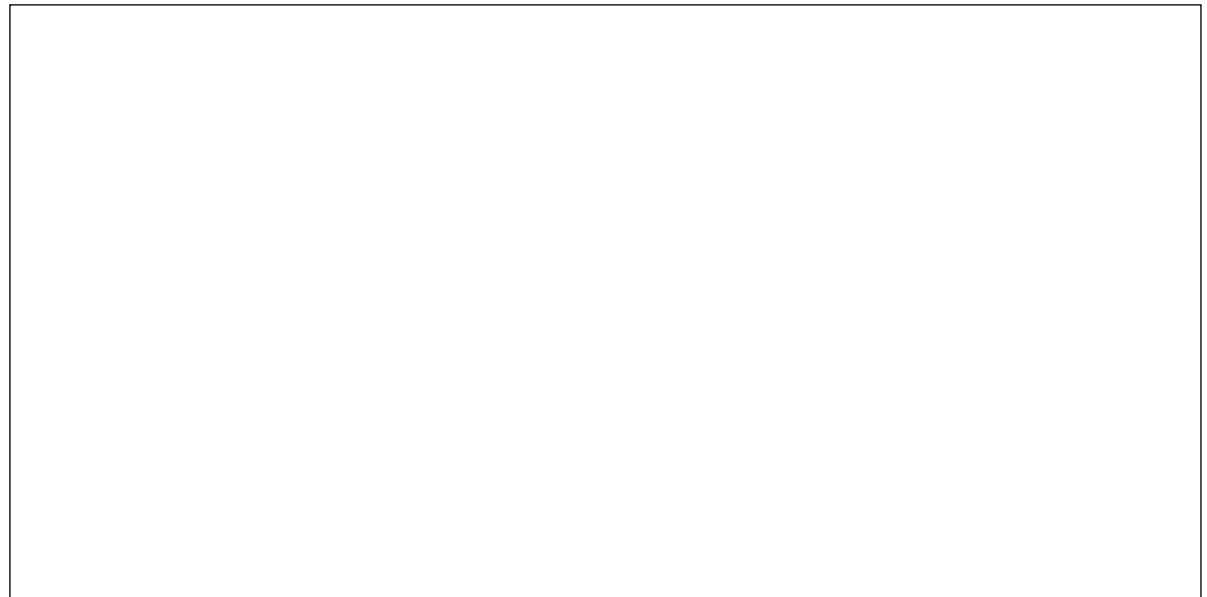


9.5. REAL STORY STONES | RENDERINGS



BIRDVIEW

REAL STORY STONES | ANIMATION



9.5. REAL STORY STONES | TRANSPARENT SCREEN



9.5. REAL STORY STONES | SCREENSCHEDULE

VIDEO	SUMMARY	OBJECT	FUNCTIONAL POINTS	BUSINESS
HONEY STORY	A GRILS GOES BACK TO HER HOMETOWN AND RUNS AN ONLINE SHOP ON HONEY BUSINESS. HER SUPPLIER IS A BEEKEEPER LIVING IN A REMOTE VILLAGE, WHO STRUGGLED WITH SELLING HIS HONEY BEFORE HE SUPPLIED THE GIRL. THE ONLINE TAobao SHOP GOT HER BUSINESS AND MADE HIS BUSINESS MORE EASY, THAT HE HAS MONEY TO SEND HIS CHILDREN TO SCHOOL. ON THE OTHER SIDE THE CUSTOMERS GET NATURAL HONEY. BENEFITS FOR EVERY-ONE.	HONEY	COUNTRY TRADING	TAobao
BAKERY	THE BAKERY RECRUITS DISABLED PEOPLE AS STUFF AND PROMOTES ITS SHOP ON TAobao.	BREAD	CREATING JOB OPPORTUNITIES FOR DISABLED PEOPLE	TAobao
COURIERS' LIFE	THE VIDEO PRESENTS THREE COURIERS' REAL LIFE, EACH ONE WITH A DIFFERENT BACK-GROUND AND STORY.	COURIER'S STUFF	THE SMALL CONTRIBUTORS' NORMAL LIFE	CAINIAO
ROBOT	THROUGH TAobao PLATFORM, THE COMPANY DEVELOPS FAST AND BECOME SUCESSFULLY.8. THE FOUNDER OF ROBOTBASE YU XINLONG IS THE FIRST SELLER OF ROBOT CONTROLLER ON TAobao PLATFORM. E-COMMERCE PLATFORM SOLVED THE BASIC FUNDING AND PLACE PROBLEM FOR THIS YOUNG GRADUATE TO CREATE HIS ROBOT BUSINESS. SINCE 2010 ROBOTICS & ELECTRONICS USED 4 YEARS SOLD THEIR 400 KINDS OF PRODUCTS TO OVER 40 COUNTRIES AROUND WORLD THROUGH ALIBABA'S ONLINE PLATFORM – TAobao AND ALIEXPRESS, INCLUDING SRI LANKA, KUWAIT,CANADA, US, GERMANY. ROBOTBASE HAS A WONDERFUL VISION FOR THEIR FUTURE, THAT THE BRAND WILL BECOME THE LARGEST DOMESTIC ROBOT PARTS MALL BY E-COMMERCE PLATFORM.	ROBOT	CROSS-BORDER TRADING	TAobao AND ALIEXPRESS
NORMAL PEOPLE BUILT UP THEIR BUSINESS THROUGH ALI LOAN	CHEN YUANYUAN IS A CREDIT LOAN CLIENT OF ALIBABA.COM. SHE ALWAYS SAYS THAT THOSE BUSINESSMEN THAT HAVEN'T GONE THROUGH THE YEAR 2008 CANNOT BE COUNTED AS BUSINESSMEN IN THE REAL SENSE. AS TO HER, THE UNFORGETTABLE PAST DAYS ARE THE MOST PRECIOUS TREASURE IN HER LIFE. WHEN CONFRONTING WITH STRESS AND DISAPPOINTMENT, SHE HAS NEVER SHED ANY TEARS. IT WAS THE ASSISTANCE OF ALIBABA LOANS THAT BROUGHT HER FAITH AND THE COURAGE TO HOLD ON STRAIGHT TO THE END. SHE IS CONVINCED THAT TRUST CAN CREATE VALUE.	EXCHANGE SIGN?	CREDIT LOAN	ANT LOAN
100% PURE	100% PURE IS THE PUREST LINE OF SKINCARE, MAKEUP AND BATH & BODY. THEIR ORGANIC PRODUCTS NEVER CONTAIN ANY SYNTHETIC CHEMICALS OR OTHER HARMFUL TOXINS.THIS CALIFORNIA-BASED NATURAL COSMETIC COMPANY IS ABLE TO GROW INTO A \$20 MILLION BUSINESS AND CREATE LOCAL JOBS BY WORKING WITH INTERNATIONAL SUPPLIERS FOUND THROUGH ALIBABA.COM.	COSMETICS	CROSS-NORDER TRADING	ALIBABA.COM

9.5. REAL STORY STONES | EXHIBIT ITEMS



Honeycomb
Honey Story



Cosmetics
100% Pure



Robot Controller
Robot



App
Super Class Timetable

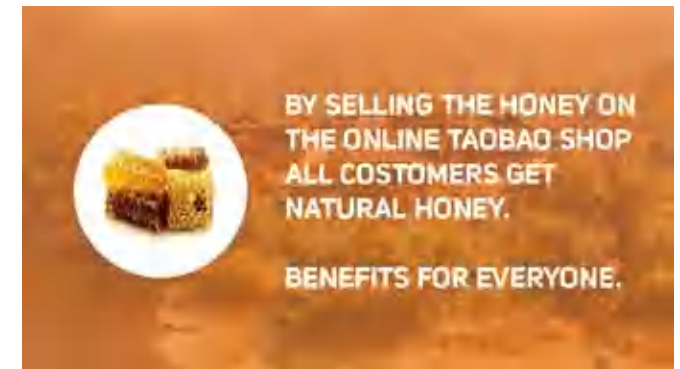


Chinese Bread
Bakery

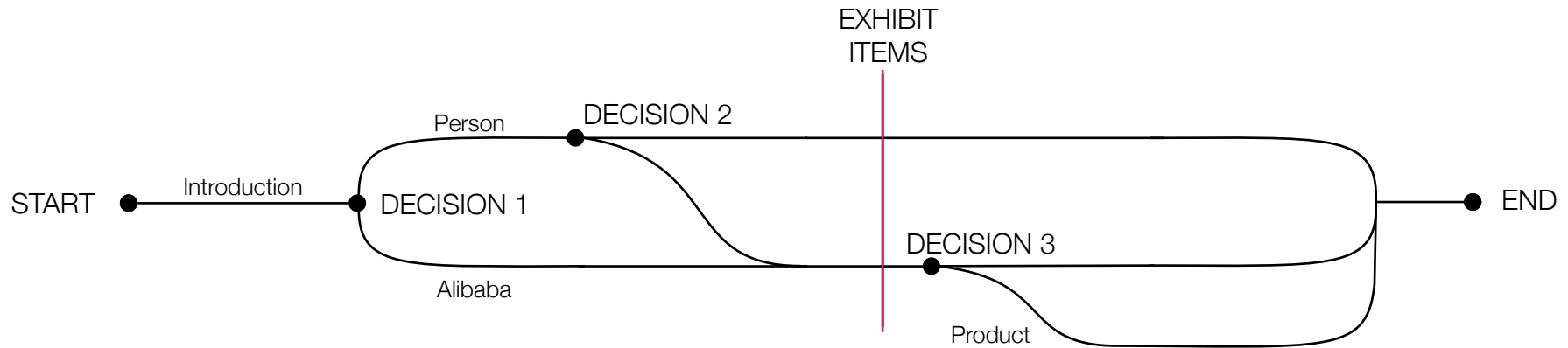
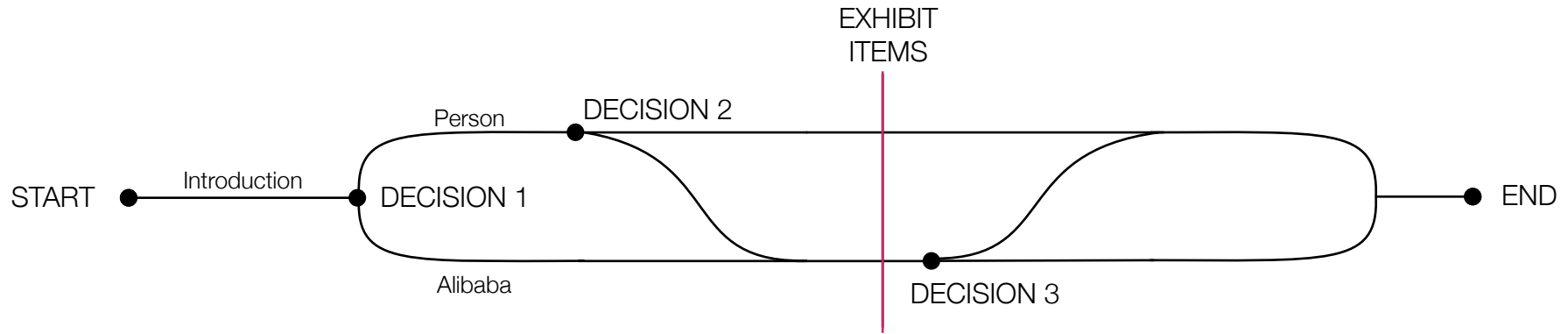


Money
Ali Loan

9.5. REAL STORY STONES | STORYBOARD



9.5. REAL STORY STONES | INTERACTIVE MOVIES



9.5. REAL STORY STONES | INTERACTIVE MOVIES



9.5. REAL STORY STONES | TECHNICAL DESCRIPTION

Hardware

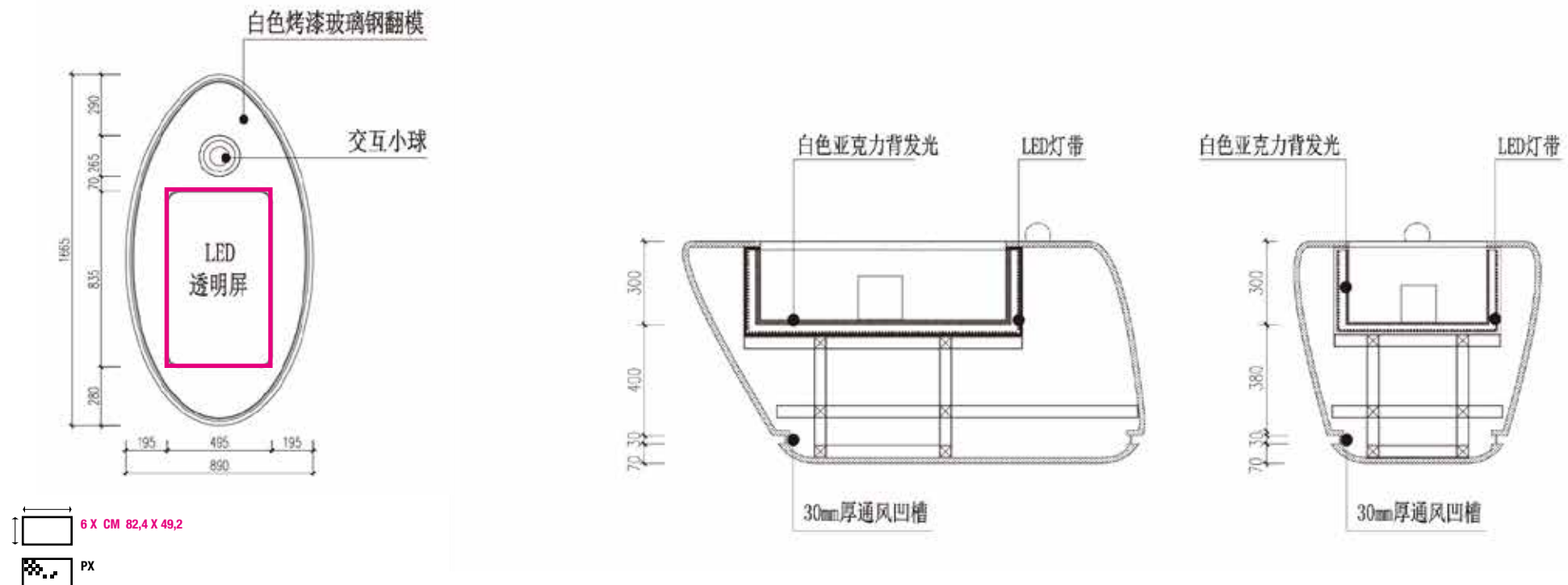
- Ball Station
- Transparent Screen
- LED Backlit Showcase

Software

- Multitouch Interface
- Media Player

Interactive Ball

- Activation



9.6. REAL STORY SCREENS | EXHIBIT DESCRIPTION

Content

- People will be interviewed
- questions will not be spoken, only in written form
- the interviews should not only show the person, there should also be some impressions of the working environment and of Alibabas input
- every interviewed gets the same questions -> at the end there is a set of same questions, but the result is 6 different stories
- we would like to integrate some interactive parts (as drawings, statistics etc. for better understanding)

Message:

Businesses which have success by Alibaba.com

Experience

Experience

The visitor activates the ball into the ball-station. A 'frozen' person will start moving together with the 2D screen design. The person, who is someone with an own business, will explain his or her success in an interview. The visitor is able to look to this real body size movie. After the movie the visitor is able to disconnect the ball to go to the next screen.

Interactive Ball

- Activation of the movie
- Personal welcome by Name
- Movie is finished > deactivation



Sound related to movie/documentary



Informative content


9.6. REAL STORY SCREENS | RENDERINGS



VISITOR VIEW
VISITOR VIEW



9.6. REAL STORY SCREENS | SCREENSCHEDULE

	<u>POINTS</u>	<u>STORIES</u>	<u>SHORT DESCRIPTION ACCORDING TO THE INTERVIEW SUMMARY</u>	<u>OTHER INFO</u>
1. E-COMMERCE PLATFORMS	CULTURAL EXPORT	CASE 1: BARK TRIBE IN GREAT HINGGAN MOUNTAINS	ONE TRIBE IN NORTH CHINA HAS SPECIAL PRODUCTS MADE OF BARK, WHICH REPRESENTS CERTAIN OLD CULTURE OF THE TRIBE. THE CHERISHED PRODUCTS WERE NOT KNOWN TO THE PUBLIC. THROUGH ALIBABA PLATFORM, MORE AND MORE PEOPLE KNEW THIS AND LIKE THIS, THE TRIBE CULTURE SPREAD THROUGH THIS PRODUCT ON-LINE TRADING AND EXPORT TO OTHERS.	PLS REFER TO PDF
	CROSS-BORDER TRADING/ COUNTRYSIDE TAOBAO	CASE 2: TAISHAN GRANDPA SEAFOOD	THE SEAFOOD IN TAISHAN, TAIWAN IS GOOD, THE FISHERMEN LIVING THERE AND THEIR FAMILY HAS AN OLD SHOP THERE FOR MANY YEARS BUT STILL POOR BECAUSE OF SINGLE SUPPLY CHAIN AND BUYERS. WHEN THE SHOP RUN BADLY, THE DAUGHTER CAME BACK TO HOMETOWN AND PROMOTED HER FAMILY BUSINESS VIA ALI PLATFORM, THE BUSINESS BECAME BETTER AND KNOWN AND SOLD TO THE NEEDED PERSON.	PLS REFER TO PDF
	AGRICULTURAL PRODUCT TRADING FROM WEST CHINA TO EAST CHINA	CASE 3 KASHGAR GIRL	THE GIRL CONTRIBUTES HERSELF IN WEST CHINA AND HELP FARMERS TO PROMOTE THE FARM PRODUCTS TO THE WEST CHINA.	PLS REFER TO PDF
2. CAINIAO	THE MOST OPTIMAL WAY	THIS ONE, CAN BE TAKEN FROM THE EXISTING VIDEOS	COURIERS' STORY	
3. ANT FINANCIAL	ANT LOAN	CASE 1: M-MAICCO	COUPLE STRUGGLING FOR BETTER LIFE AND GOT SUCCESS WITH ANT LOAN'S HELP	PLS REFER TO PDF
	ALIPAY	CASE 2 – SHI LING AND HER MOTHER	DISABLE DAUGHTER HELPS MOTHER TO PAY THE ELECTRICITY FEE VIA ALIPAY	PLS REFER TO PDF
	CROWDFUNDING-ANT FINANCIAL	CASE 3-"FRIENDS OF NATURE" ZHANG BOJU	ONE PERSON WOULD LIKE TO ORGANIZE CHARITY EVENTS AND GET MONEY FROM PARTICIPATES TO SUPPORT ENVIRONMENTAL PROJECTS, HE SHOWS HIS SOCIAL RESPONSIBILITY	PLS REFER TO PDF
4. TAOBAO	DREAM COMES INTO REALITY	CASE - SELF-MADE LAMBORGHINI CAR	TWO MEN WHO ARE CAR SUPERFANS PRODUCT ONE LAMBORGHINI WITH THE ACCESSORIES BROUGHT FROM TAOBAO.	 EXISTING VIDEO

9.6. REAL STORY SCREENS | STORYBOARD



9.6. REAL STORY SCREENS | STORYBOARD

Question 1: *Explanation*

What was your idea?

Lamborghini Brothers

We wanted to have our own Lamborghini.

Oroqen Boat Builder

As Oroqen people we use birch bark for everything. I wanted other people to know about our products, not only our kids.

Daughter of a Taiwan Fishermen

Helping my parents running their business, before they have to close their shop.

Question 2: *Inspiration*

What inspired you for your idea?

The idea of building one big out of thing out of many little pieces.

These products are our cultural heritage. Spreading out what we love, makes more and more people knowing our culture and perhaps loving it too.

I wanted to be useful for my parents business. But I haven't got a clue from fishing. So I was trying to use my possibilities - the Internet.

Question 3: *Alibabas help*

What offered Alibaba to you?

Alibaba offered us a platform for finding every single part of an original Lamborghini.

Alibaba provides us a marketplace where we can show the world our products and offer them to prospective customers.

Alibaba offered us a second shop out in the world where our fish is very popular. much more than here, where everybody is saturated by fish.

Question 4: *Working life then and now*

How is your (working)life today?

What changed in your (working)life since you've started your (business)idea?

Question 5: *Emotion*

What surprised you the most?

Question 6: *Prospect*

What are your wishes for the future?

9.6. REAL STORY SCREENS | TECHNICAL DESCRIPTION

Hardware

- Ball Station
- 96" 4K Display
- Spy Mirror

Software

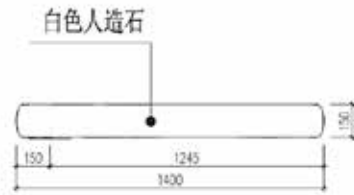
- Responsive Video Player
- Video/Content Production
(Interview + Green Screen)

Interactive Ball

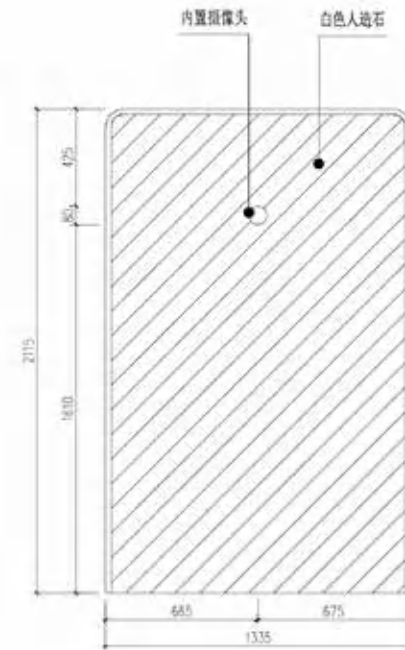
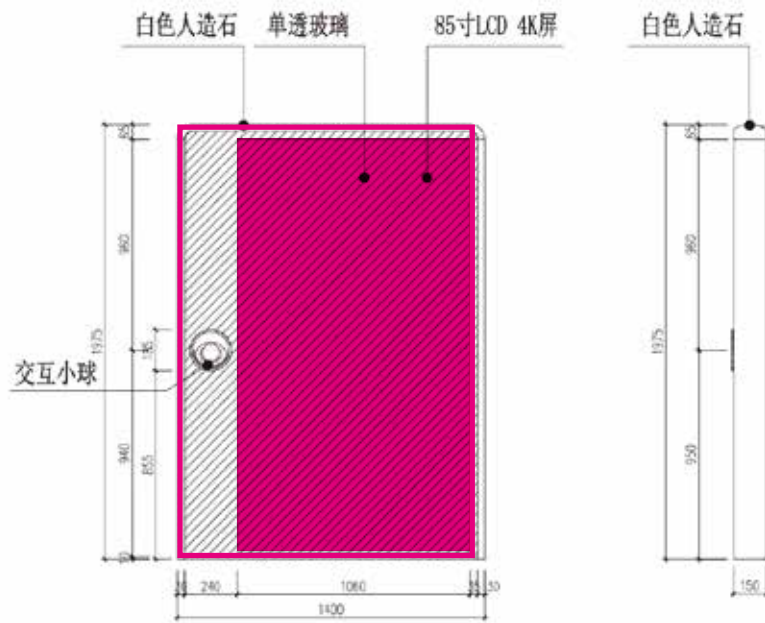
- Activation of Exhibit
-

9.6. REAL STORY SCREENS | TECHNICAL DRAWING

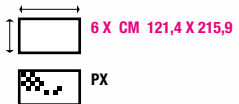
LCD人物拼接屏扩初图



LCD人物拼接屏扩初图



Total screen
1060 x 1910 mm



生态板-透明屏-三视图

生态板-透明屏-三视图



ALIBABA EXHIBITS

10. EPILOGUE

10. EPILOGUE

BALL RETURN STATION

After seeing and being interactive with all the different exhibits from the Alibaba Showroom the ball has to be returned. This happens by the ball return station. The visitor is able to go to one of the stations and firstly get informed by the different charity projects from Alibaba. The visitor is able to give a personal preference to tell Alibaba which charity they want to help. After this choice they are able to send all the saved data to their personal e-mail while in the same time the ball will disappear.



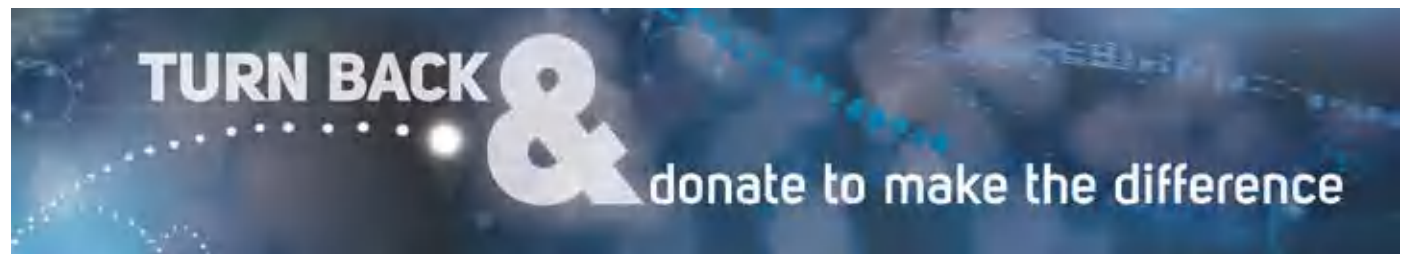
10. EPILOGUE | CHARITY PROJECTS

PROJECT NAME	DESCRIPTION	FOCUSES	RESULTS	LINKS
"A GLASS OF CLEAN WATER"	THIS PROJECT IS TO ONE CAMPAIGN INITIATED BY ALIBABA AND ENCOURAGE PEOPLE TO SUPPORT AND PROVIDE A GLASS OF CLEAN WATER FOR VILLAGE/ SCHOOLS WHO LOCATED IN LESS WATER RESOURCE OR POLLUTED WATER AREA.	WATER - ALIBABA FOUNDATION	CLEANING WATER FOR BASHA VILLAGE SCHOOL IN QINGHAI AREA. - THERE ARE SEVERAL SERIES OF SMALL PROJECT IN THIS PROJECT.	HTTP://WWW.GHUB.ORG/WATER/VIDEO HTTP://WWW.GHUB.ORG/WATER/?PAGE_ID=7
ADD NUTRITIONAL FOOD TO CHILDREN IN POOR AREA.	THIS IS ONE CHARITY EVENT FOR COLLECTING MONEY TO PROVIDE NUTRITIONAL FOOD TO CHILDREN IN POOR AREA, INITIATED BY FOUNDATION FOR POVERTTY ALLEVIATION. USE TAOBAO AS A PLATFORM TO RECRUIT FUND.	FOOD IN POOR AREA FOR CHILDREN – ALIBABA FOUNDATION	IN THE PAST THREE YEARS, THROUGH THIS PROJECT TAOBAO PLATFORM, IT RECRUITED RMB250 MILLION AND HELP MORE THAN 35000 PRIMARY STUDENTS TO HAVE A NUTRITIONAL MEAL EVERY DAY.	HTTP://DETAIL.TMALL.COM/ITEM.HTM?SPM=A218T.1195283.1998064455-2.27.LVENEP&ID=19753642727&_SCM=1029.TCECART.ITEM.34
"GOOD BABY" PROJECT	THIS CHARITY PROJECT WAS LAUNCHED IN 2006, WHICH INVOLVES SELLERS PARTICIPATORS ON TMALL.COM, WHO DECIDES JOIN THE PROJECT OR NOT. THE ONES WHO JOINS AND CHOOSE THE PERCENTAGES HE WOULD LIKE TO DONATE IN EACH TRADING. WHEN ONE TRADING DONE, THE SMALL MONEY WILL AUTOMATICALLY GO TO THE PROJECT FOUNDATION FOR CERTAIN PUBLIC CHARITY. EVERY PARTICIPATOR CONTRIBUTE QUITE LESS (0.02RMB) BUT ACCUMULATE LARGE MONEY BASED ON A LARGE AMOUNT USERS.	CROWFUNDING FUNCTION WITH INTERNET CHARACTERICS. – TMALL PLATFORM	IN 2014, 1 BILLION OF USERS JOINED AND MORE THAN RMB 77 MILLION WAS COLLECTED TO THE CHARITY PROJECTS BASED ON SINGLE SMALL MONEY UNIT. IT HAS THE TYPICAL CHARACTER IN INTERNET AGE, SPREADS QUICKLY AND GETS PROFOUND EFFECTS.	HTTP://BANGPAI.TAOBAO.COM/GROUP/THREAD/483042-289602885.HTM?SPM=A218T.1195283.A214TWF.8.YMO431
POLLUTION MAP	THIS PROJECT WERE DONE BETWEEN ALIYUN AND ONE NON-PROFIT ORGANIZATION, TO SHOW THE AIR STATUS, THE GREEN ENTERPRISES, AND OTHER TRANSPORTATION TOGETHER, WHICH IS ONE EXAMPLE OF APPLICATION OF ALI CLOUD COMPUTING IN CHARITY PROJECTS.	POLLUTION MAP - ALIYUN		HTTP://WWW.IPE.ORG.CN/POLLUTIONMAPAPP_DOWNLOAD.ASPX

10. EPILOGUE | STORYBOARD

STEP 1

STARTSCREEN



10. EPILOGUE | STORYBOARD

STEP 2

DONATE 1

The visitor is able to browse through the different Charity Projects of Alibaba.



10. EPILOGUE | STORYBOARD

STEP 3

DONATE 2

By clicking on the image the visitor is able to receive more text information about the Charity to understand their aims and goals.



10. EPILOGUE | STORYBOARD

STEP 4

THANK YOU

The visitor has selected their favourite/preference Charity. Which gives the 'Big Data' the possibility to show the distribution of Charity donations.



10. EPILOGUE | STORYBOARD

STEP 5

E-MAIL

If the visitor still didn't save their e-mail address onto their ball they still can do it. By giving an e-mail address the visitor will receive all the data which was saved during the exhibition to their personal ball.



10. EPILOGUE | EXHIBIT / TECHNICAL DESCRIPTION

Hardware

- Radar touch
- Automatic Ball Return Mechanism

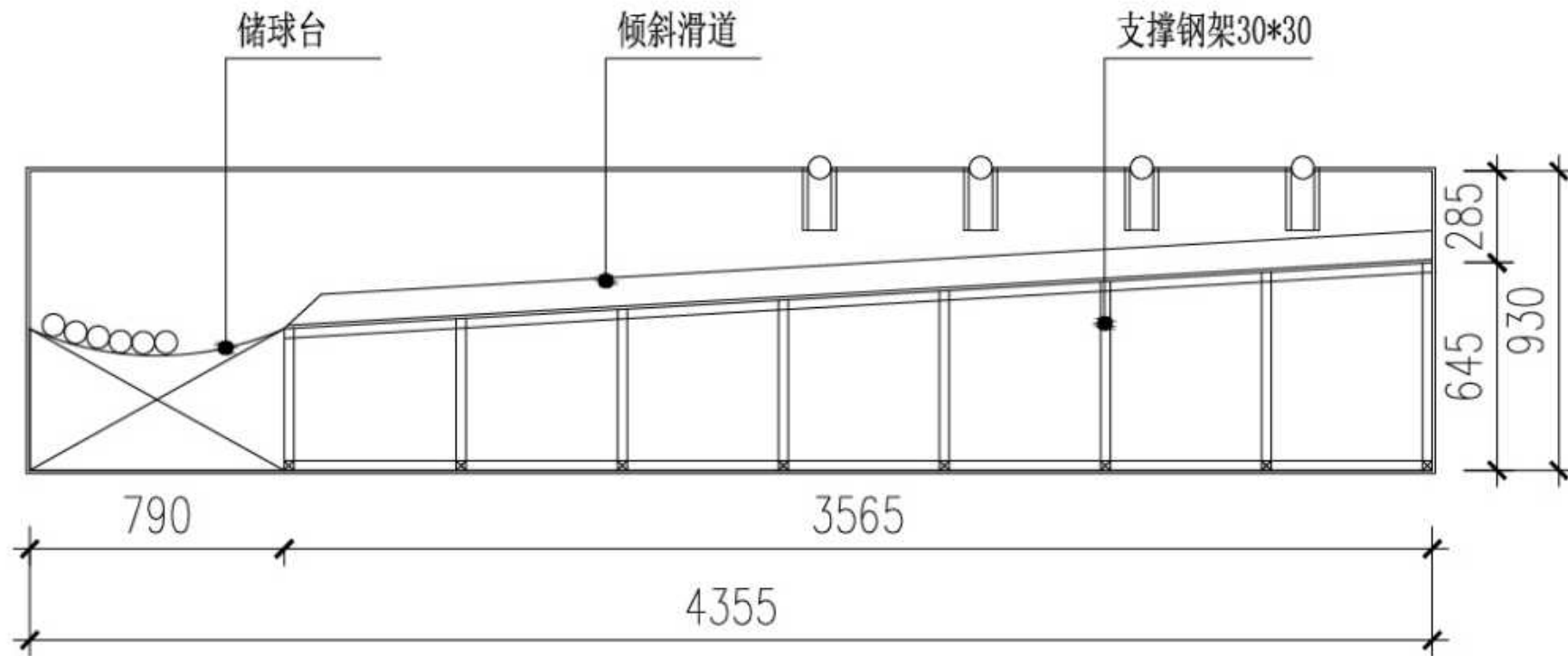
Software

- Interactive Multi Touch Interface

Interactive Ball

- Activate & Return
-

10. EPILOGUE | TECHNICAL DRAWING





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