



Interactive catalog proves a bright idea for sales at Cooper Lighting

EchoViz develops interactive CD-ROM sales presentation and reference tool to share product information, accelerate sales and strengthen a new brand.

Situation

Recently unveiling an architectural-grade, outdoor fixture line, INVUE, Cooper decided to take an innovative marketing approach that would parallel its “Customer First” philosophy. “We were looking for new and creative ways to deliver detailed, useful product knowledge to sales representatives and customers,” says Marketing Manager Patrick Walker. “With EchoViz, we succeeded in offering an interactive tool that has proved as valuable to the customer as having physical product samples. The CD-ROM catalog introduced our brand in an impressive way, delivered product specs efficiently and led quickly to sales.”

Action

Cooper chose EchoViz to design and program a self-contained, interactive sales catalog for delivery on CD-ROM. The elegant multimedia package included complete reference and visualization information for each fixture style:



- Three-dimensional “virtual tours” with full rotational capabilities
- Animated assembly/disassembly sequences
- Brochures and static images
- Spec sheets and source files

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Working with the original assembly drawings from Cooper, the EchoViz team created a comprehensive, portable showcase for more than a dozen INVUE products. The interface gave the user precise control over rotation and perspective and the ability to capture a ‘snapshot’ of any fixture style from any angle. Clients could then use these snapshots in their own presentations.

EchoViz produced a companion “movie trailer” piece as well. Cooper used this dramatic multimedia presentation to introduce INVUE to audiences at a major trade show event. And extending the continuity of their work further, EchoViz optimized all animated and



graphical elements for efficient presentation on the INVUE website.

Result

The interactive product catalog generated excitement -- and revenue. "It's had an incredible impact," observes Walker.

According to Walker, the INVUE catalog is a unique asset. "The interactive visual platform of the INVUE CD provides our customers the ability to dive into product functionality and appearance at a level that's simply unrivaled in the lighting industry today," he says.

Walker recalls one particularly notable case. Upon receiving the CD, a sales agent shared it with a major landscape architecture client. They immediately incorporated the specification and custom INVUE imagery into a proposal scheduled for the next morning. Within 24 hours of presenting the CD, it had already helped Cooper land a large job.

Further evidence of their successful collaboration, Cooper and EchoViz have moved on to additional projects. "Working with EchoViz was a pleasure because they're willing to take on challenges," says Walker. "They have a real problem-solving attitude that complements their great creativity and attention to quality." EchoViz is developing similar interactive tools for other Cooper brands as well as exploring even more advanced multimedia techniques to help clients better relate Cooper products to their environments and plans.

The INVUE catalog received a prestigious Gold Horizon Interactive Award in 2004 in the business to business category. And in the spring of 2005, EchoViz received a Silver Summit Interactive Award for the INVUE catalog.

About Echo Visualization

Echo Visualization, LLC, (EchoViz) is a boutique interaction design & user experience consultancy with a strong background in industrial design, user-centered design, research, and brand management. We provide a wide spectrum of services including business analysis, digital strategy, user research, information architecture, interactive media, graphic design, data visualization, early stage concepting, interactive prototyping, animation, software development, implementation and QA testing. Throughout our work, we use established design strategies and advanced visualization techniques to engage customers and build brands. We are big thinkers and talented designers who strive to make an emotional connection with users by eliciting desire and delight with the interfaces we design.

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