



## PRESS RELEASE

For Immediate Attention

# Engage Production unleashes new website Tech specialists rebooted site boasts 300 videos & images

**Engage Production Ltd**, the interactive technology for branded environments specialist, has redesigned its website with over 300 images and videos illustrating what the company has to offer, plus associated projects. Engage's unique Innovation Store is now bigger and better than ever, with the latest interactive products and solutions offered by Engage, explanatory videos and downloadable PDFs.

In addition, a dedicated Media Zone provides regular news stories, with accompanying images and videos, downloadable press releases, a Twitter feed, featured video and access to Engage's quarterly digital magazine, *TouchPoint*. Engage's dedicated Showreel is also available to view online, demonstrating in less than a minute what the company has to offer, plus many of the innovations available to view on the website.

"We're delighted that the new website is finally live," comments Engage Production MD Steve Blyth. "This was a real labour of love by the Engage team, web developers Thread Design, and our PR and marketing representatives Bigger Boat PR. We didn't so much redesign the site as chuck it out and start again! Thankfully our collective vision has been realised, and we now have the website we always wanted, with dozens of pics and videos – linked to our Vimeo page – of jobs past and present, plus more of the same in our unique Innovation Store."

Engage is at the cutting-edge of interactive concepts for branded environments, and is currently involved in a number of projects for major companies, including Sky, News International and Chanel. The first choice of a number of top creative agencies, including Start JG, PD3, Flourish and Action Impact, previous projects include work for Adidas, Virgin Mobile, BT, Toyota, Nissan, Shell, Castrol, T Mobile, Disney, Vodafone, Sony and Christies. Engage recently played a huge role in the opening of the Zaha Hadid-designed Museum of Transport in Glasgow, which exceeded its millionth visitor last autumn.

## RELEASE ENDS

Contact : **Bigger Boat PR Ltd** | [rob@biggerboatpr.com](mailto:rob@biggerboatpr.com) | +44 (0) 7986 113 722

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## About Engage Production Ltd

*At Engage our business is realising innovative, interactive concepts for branded environments – bringing to reality creative ideas, vague concepts and dream scenarios. Partnering with clients and agencies, we add value to creative endeavours by ‘bolting on’ to existing design processes. We source and develop the latest, most envelope-pushing technologies and materials – and our experience and knowledge cuts across the vast spectrum of interactive and 3D design. Engage work is always of the highest quality, and our unique expertise provides clients with all the know-how they need: we’re a safe pair of hands; a one-stop creative shop that always delivers, on time and within budget. Engage’s technical expertise ultimately helps consumers to interact with brands, enabling our clients (and our client’s clients!) to engage with their customers more effectively. We ‘major’ on the following: Gestural tracking; technical installations; content programming; 3D animation; augmented reality; multitouch installations; videowalls; bespoke digital displays. And thanks to our Innovation Store, we’re able to source the latest tech to deliver what’s required of us – and more. We recently launched our own dedicated quarterly magazine, TouchPoint – to bring our clients (and the press) up-to-date with what we’ve been up to, with news, case studies, interviews and features. We also commissioned a new showreel, to visually showcase our technical knowhow and expertise in less than a minute, and set up an extensive Vimeo page, with projects and products on display. Both of these innovations are accessible via our brand new website, which launched in January 2012.*



Engage Production  
Studio K01  
The Biscuit Factory  
100 Clements Road  
London  
SE16 4DG

T. +44 (0)20 7231 4949  
F. +44 (0)20 7394 6355  
[www.engageproduction.com](http://www.engageproduction.com)  
[info@engageproduction.com](mailto:info@engageproduction.com)  
Tweet [engageknowhow](#)



[rob@biggerboatpr.com](mailto:rob@biggerboatpr.com)  
[www.biggerboatpr.com](http://www.biggerboatpr.com)  
**+44 (0) 7986 113 722**