



Y D R E A M S™

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_largest outdoor interactive
audience game to date

_robotics and interactive design
for Santander Group World HQ

_large scale interactive
installation for World Cup 06

_mass-interaction at world expo
to promote water sustainability

YDreams Informática S.A – Project Highlights

YDreams

Founded – 2000

Number of Employees – 132

Headquarters – Monte da Caparica, Portugal

Global Offices – Barcelona (YDreams Med), São Paulo and Rio de Janeiro (YDreams Brasil), Austin (YDreams USA)

PROJECT HIGHLIGHTS

A brief overview of the company's more emblematic cases by market sector

URBAN AND PUBLIC EXPERIENCES

Lyon Festival of Lights, France - 2009

Audience Entertainment (AE), co-owned by YDreams, successfully conducted what is the largest interactive audience game to date at the Lyons Light Festival. The technology behind the game, entirely developed by YDreams for Orange, one of the world's leading telecom operators, transformed an audience of close to 20,000 into a human joystick able to control and play with the Brick Game on a giant projection screen.

Visitors' Center at Group Santander City, Spain – 2009

Large-scale project combining technology, art and design to render an interactive space for the Visitors' Center at Group Santander City, one of the largest financial institutions in the Euro zone. YDreams crafted a concept that integrates advanced robotics, interactively designed interfaces and LED-based art murals. The visually impacting space lets visitors interact with information about the group, the Financial City and money markets.

Adidas Mobile Control Eye-Ball, Major European Cities - 2006

The two 6-meter high replicas of the Adidas football were developed in cooperation with UK media agency Carat for the sports apparel manufacturer and major sponsor of the 2006 FIFA World Cup. YDreams developed all the vanguard technology that enabled the 'Eye-Balls' to engage fans to interact with on-screen contents that included games, contests, sports and weather info and updates.

EVENTS AND EXHIBITIONS

Portuguese Pavilion at World Expo Zaragoza, Spain - 2008

Water-related environmental issues were the major theme at the Portuguese Pavilion at World Expo Zaragoza 2008. To this effect YDreams devised an 18-meter long projection featuring a picture of the Guadiana River, where visitors could interact with environmentally-themed words that rained down from the screen by reaching out for their word of choice. Upon contact the word burst into a mix of light, sound and color before falling into the river. The most frequently chosen were inserted into sentences, with the most popular being displayed at the end of the circuit.

_four-year interactive road show to promote environmental awareness

EGF Interactive Roadshow, Portugal – 2007

EGF launched a nation-wide roadshow exhibition powered by YDreams' technology and design. The roadshow, programmed to run for four-years, consists of numerous interactive installations aimed at raising public awareness in regard to environmental issues, waste management and recycling. YDreams conceived and transformed the inside of the 85 m2 truck into an immersive learning experience featuring a total of 10 interactive installations such as Virtual Waste Combustion Simulators and Recycling Games, to name a few.

MUSEUMS AND LEARNING

_cutting-edge technology to explore the age of discoveries

Belmonte Interpretation Center, Portugal - 2009

An exploratory space dedicated exclusively to the discovery of Brazil. YDreams' hands-on interactive applications dot every one of the center's 16 rooms. Surprising and didactic, Belmonte's interpretation center employs advanced technologies, conceived entirely by YDreams, such as augmented reality and gesture-based solutions that offer visitors the chance to experience the vibrant pace, colors and sounds of the lands of Vera Cruz.

_new ways for exploring science and the environment

Braganza Science Center, Portugal - 2007

The Portuguese Science Center network called on YDreams to conceive and develop a state-of-the-art learning space from scratch for Braganza, a city in northern Portugal. The resulting science center employs a mix of gesture-based and mechanical solutions that enable audiences to explore content through hands-on, sensory experimentation in areas ranging from astronomy and geology to environmental education and awareness.

RETAIL SPACES

_design and technology create a unique in-store experience

Bluestore TMN, Porto - 2008

YDreams, and Portugal's leading mobile provider, devised an in-store environment that strongly employs interactivity to create an engaging and remarkable experience for customers and the general public. The end result: a multitude of services, products and a truly interactive space where you play games, determine the store's ambient lighting or browse through digital catalogs.

_interactive stores for world's largest mobile telecom network

Vodafone WOW Stores, Portugal and France – 2006

Vodafone was looking to upgrade its image to appeal to more tech-savvy audiences, and simultaneously find a way to reduce customer waiting times at stores, and encourage visitors to interact with Vodafone technology. YDreams created an integrated mix of interactive solutions that ranged from Interactive Shop Windows and Virtual Promoters to touch-kiosks and ticket dispensers equipped with directional sound speakers.

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