



## A digital revolution

Did you catch the dragon yet? Don't worry, all you need is a smartphone! Creative digital agency dpdk developed an interactive 360° virtual reality film as part of a campaign for Peugeot, gaining them several awards and probably leaving many players vertiginous. Being specialised in user experience, this is only one example that showcases dpdk's online expertise.

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The Rotterdam-based digital natives of dpdk are multitalented, efficient, collaborative and ready for the future. This results in innovative productions, from films and apps, to games and animations. "Translating offline to online user experience is our specialty," explains dpdk's CEO Pim van Helten. "The 'Catch the Dragon' campaign we created for Peugeot, for instance, is an interactive prolongation of a television commercial."

For the project, dpdk combined Peugeot's existing commercial with a 360° virtual reality test drive they had already filmed in the sunny French mountains. "Peugeot's television commercial was filmed in Los Angeles by night and features a dragon tattoo coming alive, flying out of the driver's new 208," describes Van Helten. "It was quite a challenge to combine these completely different worlds." The

agency blended the virtual test drive and the commercial into an interactive virtual reality film, in which you're set out to catch the dragon by moving your smartphone around.

"We're proud to say the site works flawlessly on mobile devices, which is a unique feature for such a complex product." The 'Catch the Dragon' campaign was critically acclaimed internationally and gained several awards, like a CSS design award, two FWA's (Favourite Website Awards) and an AWWWWARD, all praising dpdk's cutting edge website design.

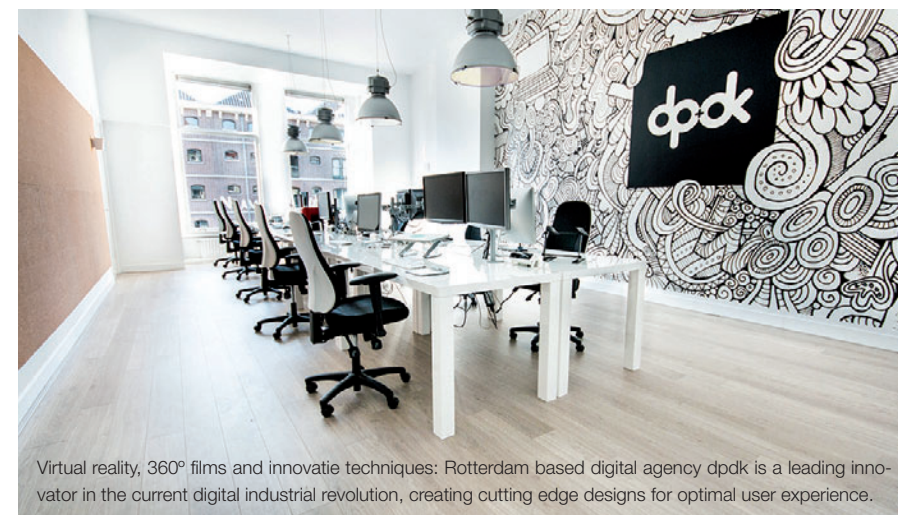
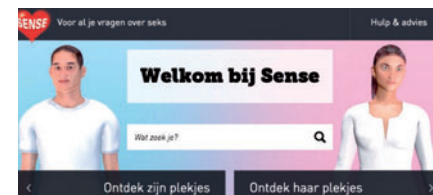
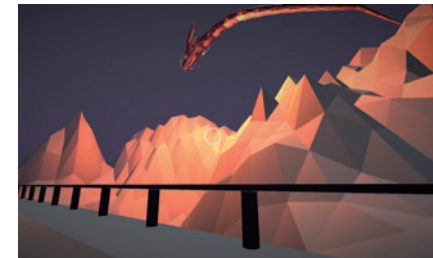
### Can-do mentality

With their 'can-do' mentality, dpdk always finds a solution for any user experience-related request. "We accept all challenging projects. That's part of our company

culture. Everyone in our team is resolute, and with over ten years of experience, we know there is a solution to any digital problem. And we know the way to creating that solution." dpdk's clients know how to challenge the agency. Van Helten: "Just like us, they're digital leaders who know what they are dealing with and what they are looking for: a perfectly designed and implemented user experience."

### Fast movers

Not only is dpdk highly skilled, they work fast as well, while keeping the quality of their deliverables at peak level. "The 'Catch the Dragon' campaign was finished within five weeks. We managed to do that because we have all disciplines we need under our roof. Plus, we've developed our own production strategies for different sorts of campaigns,



Virtual reality, 360° films and innovatie techniques: Rotterdam based digital agency dpdk is a leading innovator in the current digital industrial revolution, creating cutting edge designs for optimal user experience.

leading us to be able to work quickly and thus with tight deadlines. An important part of this strategy is extensive collaboration, both internally as with our client. Besides, all components of any campaign interlock, so daily deliberation is indispensable. We achieve great results when under pressure: because of the sense of urgency we feel, we check off to do's at high speed."

The development of Sense's interactive sex dummies took much longer due to its complexity, but it is another great example of innovative and interactive web design created by dpdk. "In the app, teenagers can undress the 3D dummies of a boy and girl and discover all their erogenous zones. It's the most popular part of the platform which educates Dutch youth on sex, love and relationships." The 3D visualisation even works on a smartphone. "That's a world first, we couldn't have designed this if it wasn't for our custom production strategies."

### Digital industrial revolution

Innovations like these are what make dpdk. Their experience, workflow and insights in the rapidly changing world of web design allow them to stay ahead in the game. Van Helten: "We aim to continue to translate our client's goals into a digital product and keep them future proof, we keep working with a wide range of services and techniques. We have to be able to adapt fast. After all, we are currently living in a huge digital industrial revolution!"

[www.dpdk.com](http://www.dpdk.com)



Pim van Helten