



Nokia N97 Giant Phone Case Study July 2009

Working in collaboration with [Be A Tiger Ltd](#) and [Adare International](#), Splash Display Ltd have been key in coordinating the design and manufacture of 65 giant Nokia N97 devices.

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To satisfy high interest in the new Nokia handset, Nokia commissioned us to produce a display unit which would incorporate high end technology to engage the consumer, providing content on the integral display device to convey key features of the phone to a broad audience across the globe. Situated within Nokia flagship stores, key strategic locations including airports and high profile network stores including Vodafone and Phones 4U, the project enabled consumers to interact with the phone like never before.

The giant phone was produced in moulded and sheet plastic materials around a substantial steel chassis. Standing over 1400mm high and being over 1 metre wide it had great impact on the sales floor.





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We produced the unit in both black and white just as the handset is found.

We manufactured 3 variants, firstly a static unit which had a simple graphic representation of the screen display but worked well in isolation as an attention grabber. Secondly, we produced a unit with a 32" high end LCD television and DVD player within, showing a continuous loop of the content one might see on the phone itself. Thirdly and most interestingly, just as the phone itself has a touch screen interface, we produced a unit with a 32" touch screen LCD monitor and high end PC within. Consumers were invited to navigate through menus, move widgets and images around the display just as they might when customising their own handset.

With units being distributed to countries including China, Russia, Sweden, Italy, Germany and Austria the installation of the giant phones coincided with the launch of the devices in each market.

All produced and distributed within an 8 week timeframe it has been a demonstration of our ability to execute a sophisticated solution quickly and effectively.

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To discuss this or other projects.

