

CORE USE CASE

ThinkHub xCanvas transforms innovation lab into an immersive collaboration experience for customer merchandising and marketing campaigns.

DATE OF ACTIVATION

January 2020

PROJECT LOCATION

Atlanta, GA

DESCRIPTION

Coca-Cola North America recently unveiled the KOlabor, a new high-tech facility where retail and restaurant customers can build collaborative business plans and get a peek inside the company's innovation pipeline. Within this new immersion space, Coca Cola sought a flexible state-of-the-art solution to leverage brand innovation and help Coca-Cola customers navigate the fast-moving shopping and dining landscape.

- ThinkHub xCanvas collaboration software extends the ThinkHub Canvas over 6 projectors to cast onto the vast walls of the digital lab
- Expansive virtual Canvas to visualize and manage massive amounts of content for Coke account teams and customers to explore trends and insights, and uncover growth opportunities
- Digital whiteboarding, notes, web browser, and grouping tool for content co-creation and collaboration
- In-office and remote participants can wirelessly cast BYOD screens and share unlimited content to the Canvas with the T1V mobile app

