

The tour.





Kiosk Unit Design  
Ivan Chermayeff



## The First Mercedes-Benz Interactive Kiosk. A Virtual Road Trip Displaying 1999 Car Models And Their Features.

RoadStops:

Innovation

Safety

Engineering

Financing

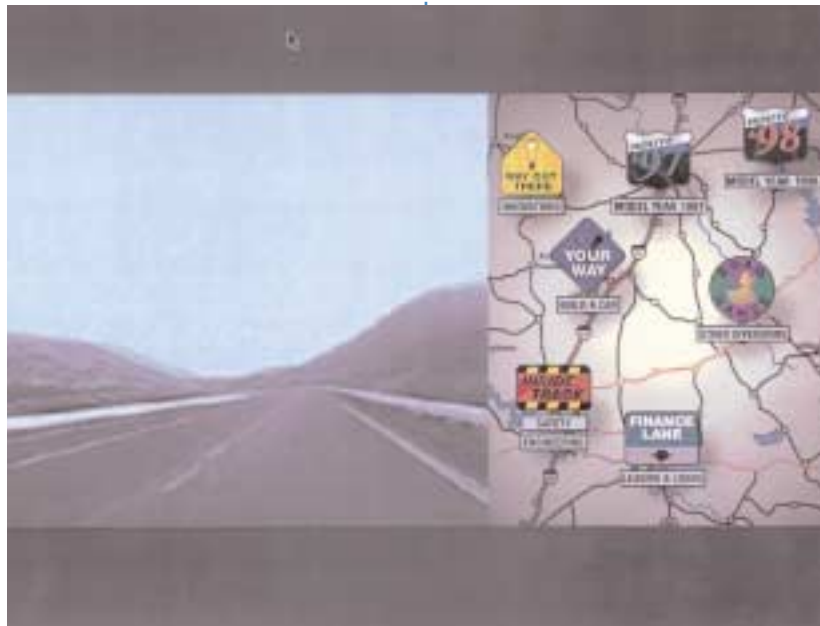
& Road Games.

( What follows is a very abbreviated sample...)



# Attract Loop

All different faces peering into screen as if it was a window.



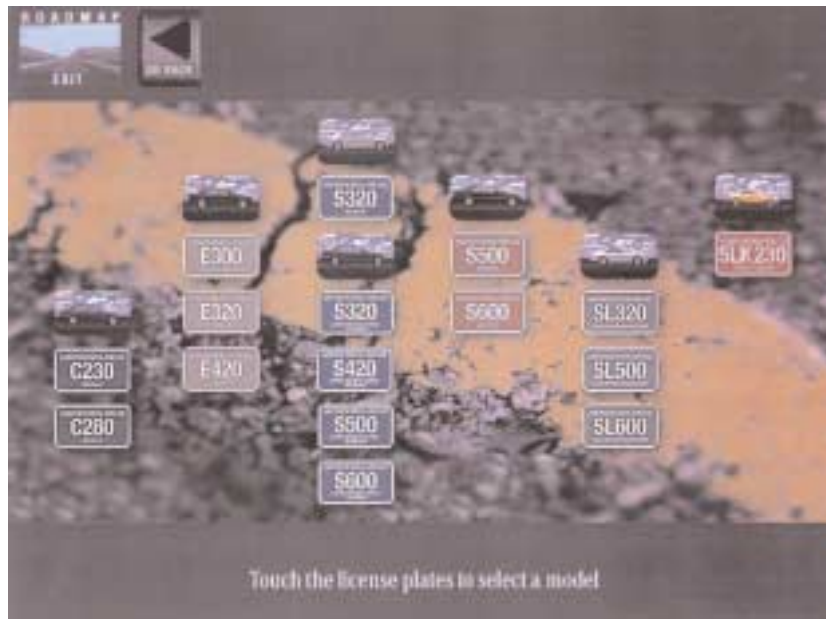
Road Map  
Homepage



**Road Video:**  
Running road film footage drives you from link to link. Announcer talks to you over the moving scene.



SFX:(Vrooom !)

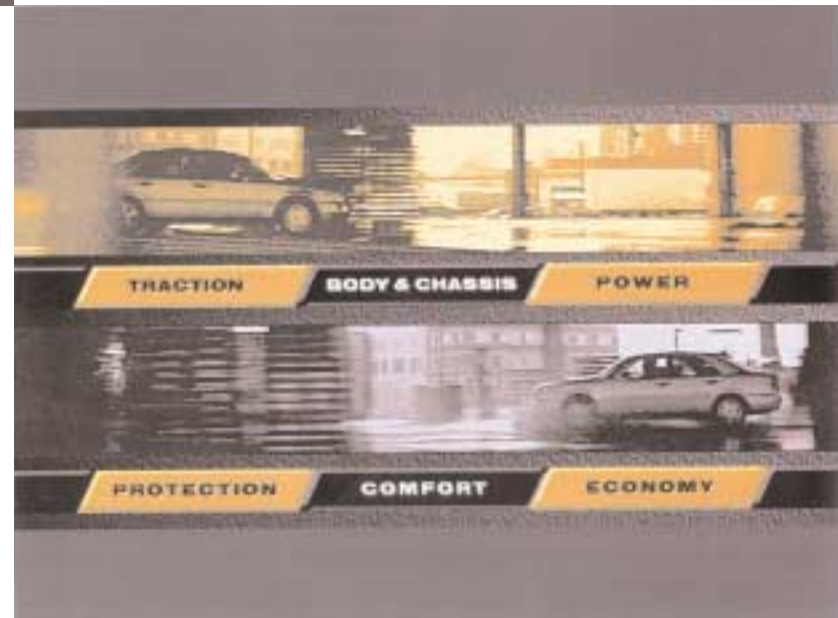


**Car Classes:**  
License plate icons are buttons for each class and model



SFX: ( Vrooom! )

**Engineering  
& Performance:**  
Racing film footage  
races across screen.  
Buttons for Power.  
Protection,  
Economy, etc.





# History Of Innovations

Racing Wheel turns to dates of major innovations beginning in 1886



SFX: ( Vroom! )



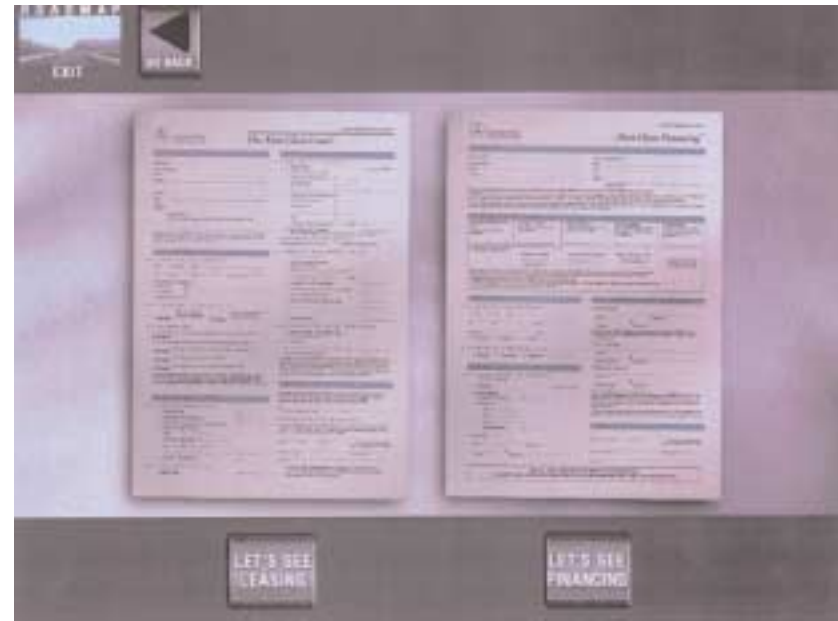
SFX: ( Vroom! )



**Learn About  
Your Mercedes**  
[Click on all the  
different features  
of your model.](#)



**Financing:**  
Leasing or  
Buying buttons  
give you the  
Pricing, Terms,  
Service Options, etc.  
All in a  
convenient print out  
to look over.



SFX: ( Vroom! )



## Mercedes-Benz Kiosk Introduction

1998 New York International Auto Show

Jacob Javits Convention Center

## Credits:

Concept/Design/Content- Patt Cottingham

Copy - Roz Greene

Producer- Diane Leodas

Interactive- Dennis Interactive, NY

Editing- Dennis Hayes

Title Work- R/Greenberg

Music- Max Roach

Sound- Random Bus

Photography- Martin Mistretta

# FUNNEL PROJECT



2000

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