

Category: Corporate Design

Project: annual report video in print Star Cooperation GmbH

What was the challenge?

The challenge was to get a special an innovative annual report with integration of new media elements.

Combining video and audio element in a classic print product.

What was the solution?

An annual report with a built-in video modul (called "video in print").

What was the effect?

Presenting a cutting-edge annual report, with a unrivaled innovative character for a exclusive target group.

It generates high involvement, invites to explore contents through it's completely new sense and likable transmits the key messages the company wants to tell.

Details:
Storage of up to 45 minutes of video material
Up to 5 chapter buttons available
Battery rechargeable via Mini-USB
New movies loadable via Mini-USB
LCD screens available in different sizes (2,4"/4,1"/5"/7")

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