

INTRODUCING

eMotee®

MOVING PICTURE BOOTH



THE MOVING PICTURE
BOOTH



LIGHTS,
CAMERA
MOVEMENT

To leverage the “selfie” craze and maximize social media buzz around events, Purepartner, the award-winning, NYC-based, experiential design and marketing agency has created the eMotee Moving Picture Booth.

The excitement, spontaneity and fun of the traditional photo booth has been re-imagined by adding stylized movement to still photographs and enabling convenient social media sharing via a Wi-Fi connection. These animated images ensure that eMotee is the hit of your party and exponentially extends the reach of your guest list - without adding to the tab!

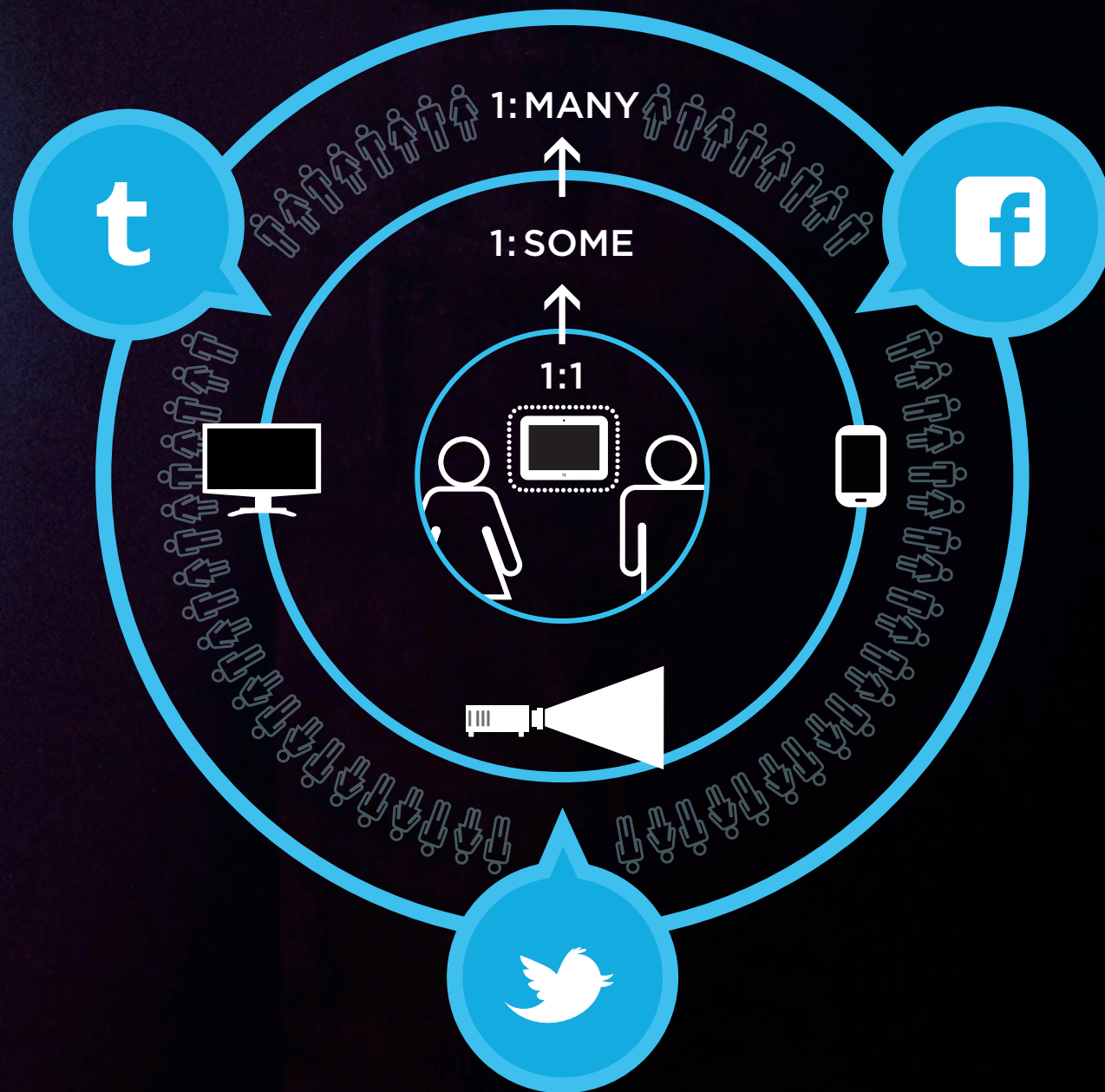
Simple installation, simple activation.

Just EMOTE & EMIT to the world!

BRANDED MEMORIES

eMotee is a customizable marketing platform that relevantly integrates your brand into the attendee's memories. Work with our creative team to add messaging and custom effects to leverage all the power of **eMotee**. Our team of specialists can even work with you to maximize the experience on site through environmental design and trained staffing.

DELIVERING A MULTI-FACETED USER EXPERIENCE



Guests create unscripted, authentic and memorable content that they WANT the world to see. That's why some of the world's most recognizable companies have been leveraging eMotee to increase their brand awareness.

eMotee was developed by experiential marketers and designers to deliver multiple branding opportunities during and post event.

DELIVERING A MULTI-FACETED USER EXPERIENCE

1:1 EXPERIENCE

The first and most important touchpoint is our proprietary eMotee user-interface and the creation of the animated content. Automatically activated using a touch-to-start screen, guests engage in a simple, fast and fun photo shoot.

After discretely and securely entering their mobile phone number, the animated file is immediately delivered via a customized SMS message to your guest.

Purepartner can customize the data fields to assist in meeting your marketing objectives and are able to provide accurate reporting of data and social media activity.

1:SOME EXPERIENCE

eMotee creates unique experience overlays that continue to engage guests:

During the event: The animated eMotee files can be showcased real-time at the event via multiple display options. This creates an entertaining and ever changing “wallpaper” that increases your visual footprint and continues to draw guest’ attention throughout the event.

For events that demand a physical take-away, on-site printing is available.

Post event: Guests can visit the event-specific microsite to view all of the eMotee animations made at the event. This microsite will stay online as a permanent record for as long as our clients’ desire serving as another opportunity to communicate branded messaging.

1:MANY EXPERIENCE

Leveraging the excitement of the event, guests will have the immediate gratification of receiving their files in less than 10 seconds (Wi-Fi permitting) and can post the files directly to their favorite social media networks right from the eMotee user interface.

Should a Wi-Fi connection be unreliable, eMotee will store all images and release them once a Wi-Fi connection has been established. Additionally, clients have the option to store the files for a later release to extend marketing reach.

To ensure the event lives beyond its’ hours, guests can visit the event-specific microsite to view all of the eMotee animations serving as yet another opportunity to communicate brand messaging.

These simple and customizable social media opportunities exponentially extend the reach of your brand and event and continue to reduce your cost per impression.

BRANDING PACKAGE

1

ON THE BOOTH

ON THE DEVICE

ON THE WEB

AT THE EVENT ADD-ONS



LOGO OPPORTUNITY

Your company logo and branded messaging are prominently displayed on the masthead of the user-interface screen providing advertainment throughout the entire experience.

CUSTOM COLORS

Additional customization of borders, color and copy and available. **Schedule a call with our team to review your specialized needs and Purepartner will supply a proposal within 24 hours.**

BRANDING PACKAGE

2

ON THE BOOTH

ON THE DEVICE

ON THE WEB

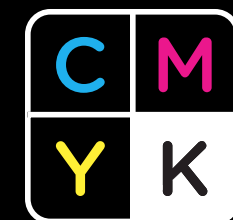
AT THE EVENT ADD-ONS



CUSTOM GIF STYLE

Pick the right style for your event- Choose from either the "classic" eMotee in black and white, the color image option or one of many custom effect filters. Creativity and some technical considerations are the only limits!

Schedule a call with our team to review your specialized needs and Purepartner will supply a proposal with 24 hours.



BRANDING PACKAGE

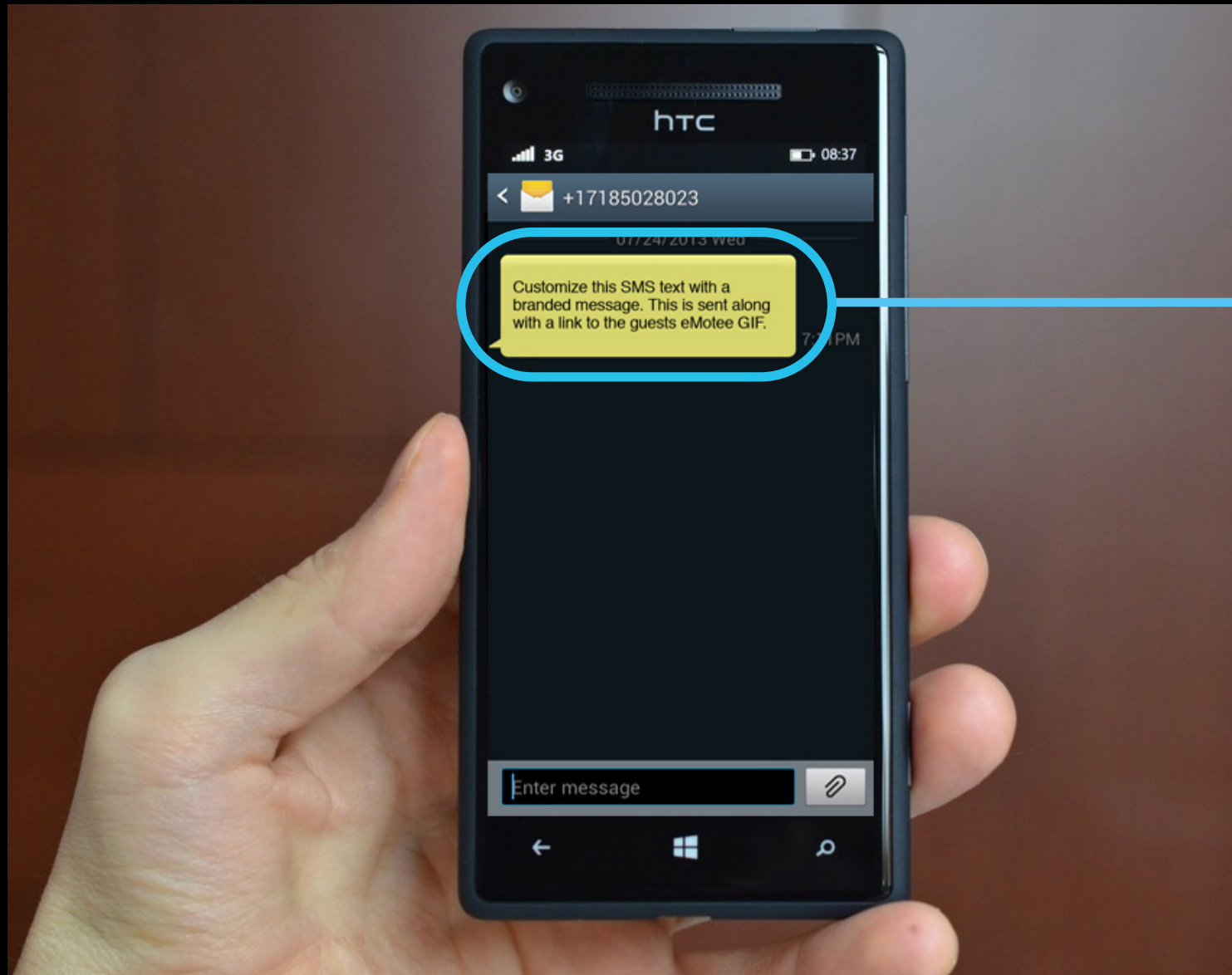
1

ON THE BOOTH

ON THE DEVICE

ON THE WEB

AT THE EVENT ADD-ONS



CUSTOM SMS

Wi-Fi permitting, guests are sent a link of the GIF file to their mobile phone immediately upon completing the eMotee photo shoot. This SMS message is another customizable field to support your event or marketing objectives.

We also offer the ability to have the SMS images canned and sent out at a later time to extend your event's reach. **Schedule a call with our team to review your specialized needs and Purepartner will supply a proposal within 24 hours.**

BRANDING PACKAGE

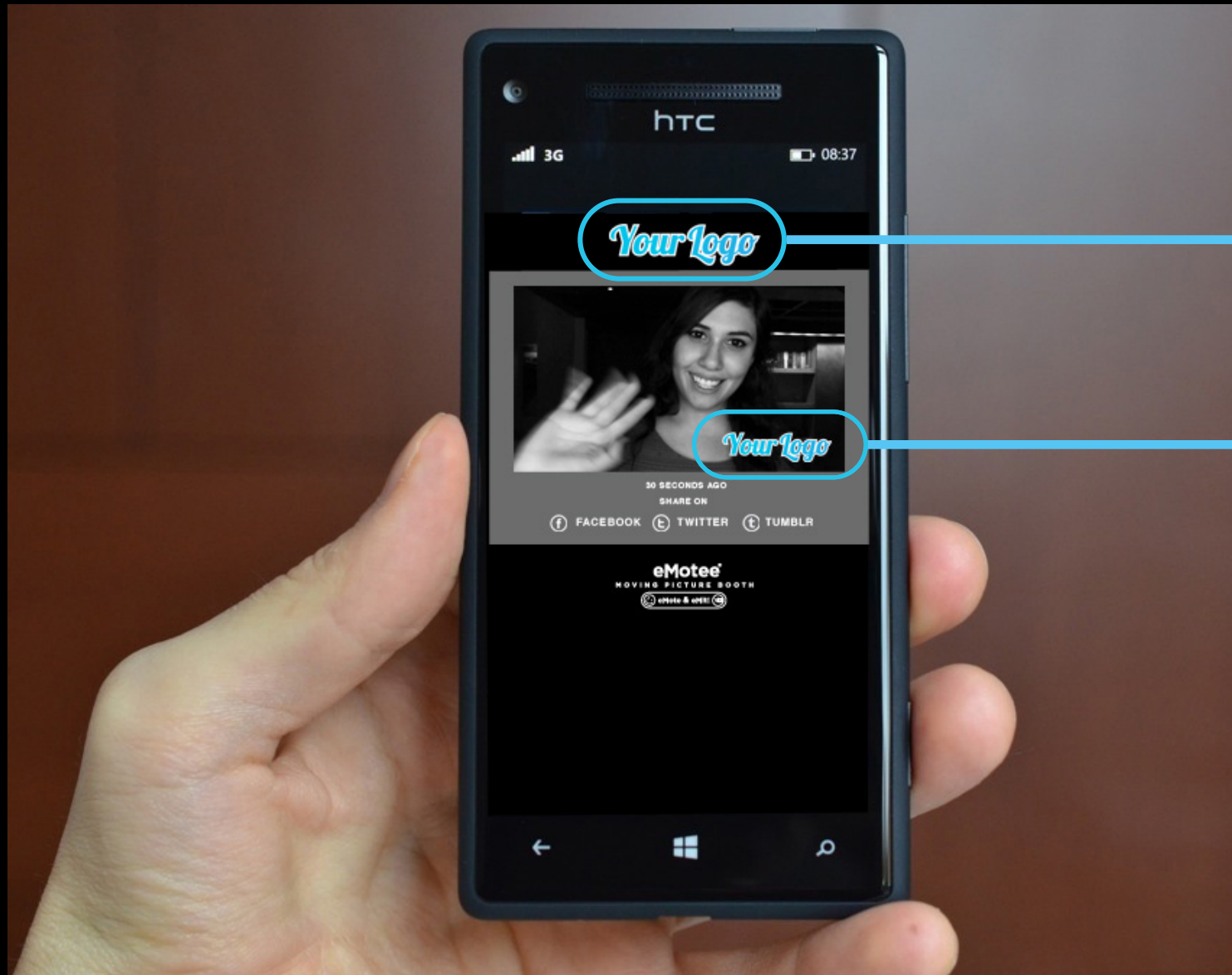
2

ON THE BOOTH

ON THE DEVICE

ON THE WEB

AT THE EVENT ADD-ONS



LOGO HEADER

After clicking on the link, attendees are directed to their GIF file. You have the option to apply your logo above or over the image (or both!).

WATERMARKED GIF

Additional customization of borders, colors and logos are available. **Schedule a call with our team to review your specialized needs and Purepartner will supply a proposal within 24 hours.**

BRANDING PACKAGE

ON THE BOOTH

ON THE DEVICE

ON THE WEB

AT THE EVENT ADD-ONS



CUSTOMIZED HEADER, COLORS & TILE BRANDING

Each event will receive its' own branded microsite that will display all of the guest files. You have multiple opportunities to brand your site through the masthead and graphic tiles throughout the grid. Tailor your microsite to effectively communicate all of your brand's messaging objectives.

BRANDING PACKAGE

ON THE BOOTH

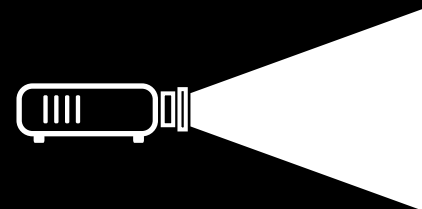
ON THE DEVICE

ON THE WEB

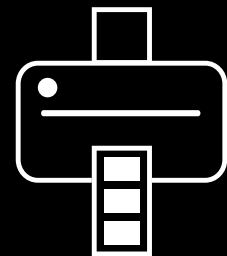
AT THE EVENT ADD-ONS



+ PROJECTION



+ PRINTING



+ BRAND AMBASSADOR



PROJECTION

Whether for large screen monitors or projection, we have dynamically integrated branding opportunities “real-time” to enhance the guest experience. With this feature you can create an ever-changing wallpaper that increases your visual presence at the event.

PRINTING

For those seeking a tangible take-away, we can provide printing capabilities on-site.

BRAND AMBASSADOR

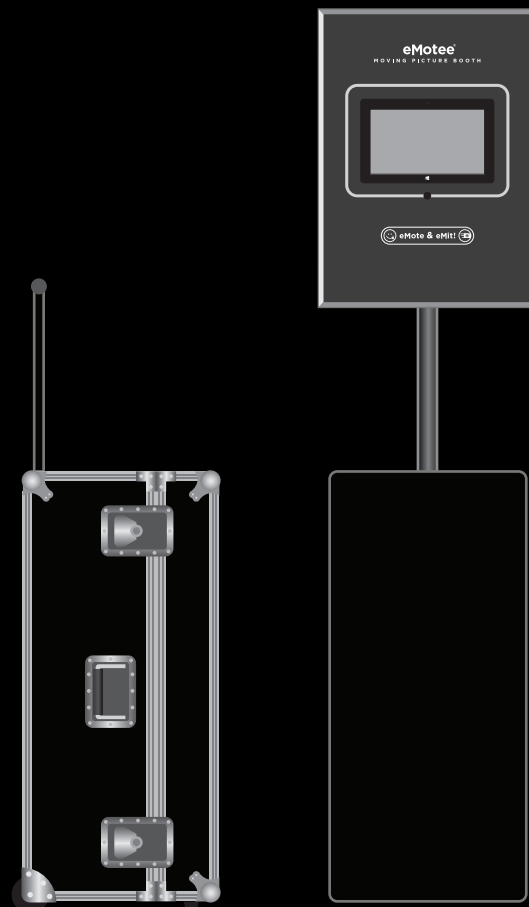
To ensure your event runs seamlessly, we can provide brand ambassadors who will take care of the delivery and set-up all the way to the tear down, and most importantly, they will engage your guests and get them excited!

EMOTEE UNIT DETAILS

eMotee[®]
MOVING PICTURE BOOTH



① ROAD CASE



② EMOTEE MINI



① ROAD CASE FOOT PRINT 3'x4'

Unlike any other photo booth or popular belief, eMotee has a very small footprint. Each eMotee station comes self-contained with its own rolling road case that quickly and easily converts into a kiosk. With a telescoping arm, eMotee adjusts to comfortably work with children and adults!

② EMOTEE MINI 18"t x 18"w x 1"d

When the environment allows, you can reduce your footprint to nearly nothing by just hanging this minimized eMotee on a standard picture hook! 100% of the excitement at a fraction of the footprint!

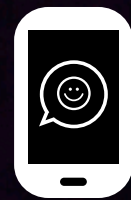
WHAT YOU GET WITH EMOTEE

BASIC PACKAGE

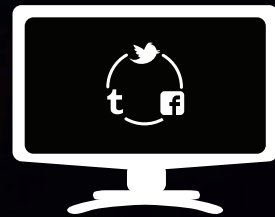
EMOTEE
BOOTH



BRANDED SMS
WITH GIF



BRANDED
MICROSITE

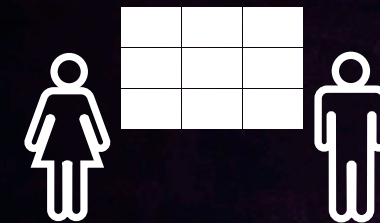


ADD-ON FEATURES

BRAND
AMBASSADOR



LIVE EVENT
PROJECTION



PRINTED
TAKE-AWAYS



FAQ'S

Does the SMS (text message) cost money to receive?

No, it does not cost money to receive the eMotee GIF file as a text message however regular texting rates may apply.

Is it possible to have the web gallery featured on my company's website instead of on a unique event specific website?

In addition to providing a unique event specific website, Purepartner is able to supply all of the captured images should your company wish to have the images put on their website directly. We cannot make any changes to your company's website however, upon request, we can provide the images for this purpose.

Will there be an attendant?

Brand Ambassadors are available at an additional cost. Purepartner can most cost effectively provide staffing in the New York and San Francisco markets. However, because of our expansive network we are also able to staff events nationwide.

Can you ship eMotee?

Yes! Both the eMotee Mini and self-contained road case units are portable and easy to ship. Shipping of equipment will be based upon a per event basis and is not included in the daily rental.

Does eMotee need Wifi?

Yes, eMotee requires a high-speed broadband wireless Internet connection (256 KB per second or faster) for the images to upload immediately.

* If Wi-Fi is unreliable, eMotee will store all images and release them once a Wi-Fi connection has been established so no images will be lost!

What type of power supply is needed?

eMotee requires a regular power outlet with the normal wattage of 110W.

What are the appropriate file requirements for the branding areas?

Preferred file types are AI, PDF, EPS, PNG, JPG.

For custom designs - please follow the dimensions listed below:

- Website header should not exceed 100px in height
- Website grid images should be sized to 480px(w) x 270px(h)
- SMS header should not exceed 60px (h) and should not exceed 500px (w)
- SMS watermark should not exceed 110px (h) or 500px (w)
- In-application branding/logo art should not exceed 500px (w) or 70px (h)

eMotee[®]

MOVING PICTURE BOOTH

 eMote & eMit! 

eMotee was developed by

 **purepartner** dimensionalizing brands.

www.purepartner.net

For more information on how to make your next event
a more moving experience, please contact us at:

info@purepartner.net or call 212.685.6016