



OPERATIONAL

- SINCE 2015
AREAS OF EXPERTISE
- NESTLÉ SUISSE – BABY PRODUCTS
- CEREALS
- ICE CREAMS AND MILK PRODUCTS
- COFFEE AND COLD DRINKS
- CULINARY PRODUCTS
- MINERAL WATER
- CHOCOLATE
- PET FOOD

Nestlé Suisse was founded in 1866 in Switzerland and is now the largest food manufacturer in the world. Nestlé supports a wide range of local and regional initiatives in the areas of health, nutrition, children and youth, wellness and development, sports and culture.

The Nestlé Treasure Hunt mobile app focuses on family time together by combining fun filled activities, knowledge and stories. It guides participants around a fascinating trail all along the hunt. There are 11 hunts created for Nestlé.

THE KEY FEATURES

- Admin Toolkit to create or modify hunts.

- Different types of games and puzzles based on knowledge, logic, observations and directions.
- Augmented reality allows the user to step into the existing landscape and capture virtual objects.
- Demo mode for easy usage.
- Use of on-screen navigation tools such as compass and maps.
- Excellent user interface and user experience.

THE CHALLENGES

- Achieving consistency of rich user interface between Android and iOS platforms.
- Handling of images, such as stretching, using the nine patch concept.
- Creating games based on the augmented reality concept.
- Implementation of the JIGSAW functionality.
- Fine tuning the compass so that it works on all kinds of hardware.

TECHNOLOGY

- **Programming** – Java, Objective C, Dot NET, Java Script, HTML 5
- **Database** – MS SQL Server 2014
- **Mobile Platform** – iOS, Android
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RELATED SERVICES

Game design



Application Development



L3 Support



12 x 7 Monitoring



OUR PARTICIPATION AND VALUE ADD

End-to-end involvement from requirement collection, creation of script/story board, rich graphical design, integration of the game and field testing of the hunts.

- Creating innovative games catering to the locale and business interests of Nestlé.
- Best engagement support

