

100% PURE PIONEER: TAKE A GIANT SCROLL THROUGH NEW ZEALAND.

For the homepage of newzealand.com we created a vertical panorama which was the equivalent of an IMAX experience on your desktop. This puts the user in control of a giant motion control camera that travels over 200 frames and 48 metres. Plus, using camera wipes and depth of field, we created a breathtaking cinematic experience within which the characters move as you explore. Creating a pioneering online experience in which the earth truly does move.



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