



CLIENT PROFILE

Apple iMac

JCI and Apple joined forces, to launch the first online gaming platform. Due to the success of the platform, it served as a precursor to the “everything online” iMac concept.

To promote and launch the gaming platform, JCI developed an innovative exhibition that included a presentation booth and highly interactive display, that demonstrated the new Apple online environment. The platform stirred up excitement after it launched at the “E-3” international gaming show. The launch included:

- Publicity campaign at the show
- Worldwide online premiere
- Executive interviews
- PR to the computer and technology trade publications

