

**TATA ELXSI**

*tilt*  
**SpinTales™**

**CII DESIGN  
EXCELLENCE  
AWARDS 2017**



Engaging kids in  
Immersive storytelling  
using Augmented Reality



Consumer Research & Design Strategy | Animation | Content Development  
Game Development | UI / UX Design | App Development, Implementation &  
Hosting

TILT part of (US \$3 billion) Welspun group is an innovative smart home textiles company that creates interactive experiences through seamless integration of smart technology with home textiles.

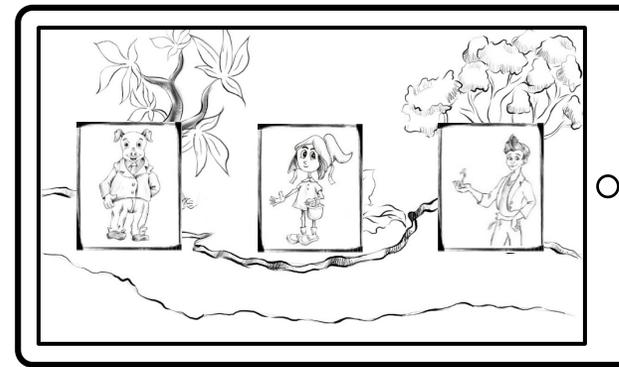
## BACKGROUND

Consumer needs today is changing. With so many gadgets around, having just a video or audio might not be interesting. Kids need something more magical to interest them.

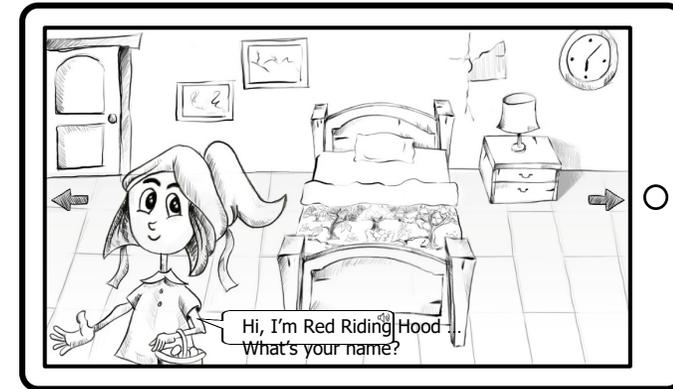
Welspun is one of the largest global home textile players (US \$3 billion). With the aim to bring innovation in textiles by integrating technology, it launched the company's new product line TILT.

TILT by Welspun believed that there is a new frontier to be explored in textiles - a world that delights and engages, animates and reacts, connects and immerses.

Tata Elxsi engaged with TILT textiles to design world's first interactive and user-friendly patented smart textiles solution to engage kids in immersive storytelling using Augmented Reality. With SpinTales, kids can interact with the story characters using tablet / smartphones.



Conceptualization



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# tilt SpinTales™

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## CHALLENGE

The key challenge was to incorporate a new technology into textiles through integration of technology. The app had to be designed to excite and sustain the interests of kids and parents as well as make the experience user-friendly.

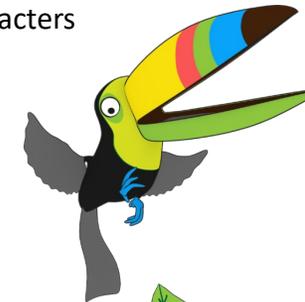
Tata Elxsi carried out consumer research to understand the user personas, what kids would like and how we could hold their attention, the futuristic technologies like AR etc. Based on this, the complete design, development and implementation of SpinTales was done.



App Screens



Meet the characters



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## SCOPE OF WORK

### Research

Understanding what would engage kids, how they interact with smart gadgets. Based on this came up with the design strategy

### Design

UI / UX Design

### Content

Deploying animation, gamification, 2D assets, 3D content and AR storytelling experience to give an immersive experience like never before

### Technology Development

App Design, Development and Implementation on Android / iOS devices and Hosting

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## Solution

Imagine your favourite characters coming to life in your home, right in front of your eyes!

Tata Elxsi helped TILT Textiles create SpinTales by seamlessly integrating Design with latest technology. By scanning specified markers on the rug or duvet using a tablet/smartphone, kids can view characters coming to life in Augmented Reality.

The app works in combination with SpinTales Enchanted Duvet and Jungle Rug. The app pulls users into a new digital experience and connects them back to the real world that surround them.

This is done by weaving together stories with augmented reality and educational activities, to give an immersive experience like never before.

AN ENCHANTED WORLD OF STORIES

tilt  
SpinTales



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## WINNER



## Impact

SpinTales was initially released in USA and was showcased in CES 2017 in Las Vegas. It is now also available in India through Amazon, Home Centre etc.

With the launch of SpinTales we helped TILT Textiles to create a new revenue stream. When it comes to upholstery purchase, repeat purchase generally happens after a considerable gap. The new AR App has resulted in creating Brand Loyalty amongst the Users / Kids as they are attracted to buy more stories. This in turn has led to a considerable ROI for the client.

With interactive and immersive 3D storytelling coupled with cognitive development and educational activities, Tata Elxsi and SpinTales is adding a completely new dimension to storytelling and play in a contemporary way.



## User Feedback

My son loves the rug! It's beautiful, with bright colors and crisp images. Really well made as well. He loves to use it already for extending his imaginative play. Great purchase.

This pattern is unique and parents and kids love it. It is soothing to look at and it never grows old. It has mystical qualities and it very soft

My son loves his duvet. The colors are vibrant, it is thick enough and good quality. It fits a twin. We enjoy how the characters jump out at you when using your iPad or iPhone. He looks forward to going to bed now, something that he used to disdain. I'm going to order the rug as it seems a perfect match.

*\* Source Amazon.com*