

Adobe Success Story (http://www.adobe.com/cfusion/showcase/index.cfm?event=casestudyprint&casestudyid=1034410&loc=en_us)

StruckAxiom: PepsiCo Multi-touch Experience (<http://struckcreative.com/>)

DEVELOPED BY

[StruckAxiom](#)

StruckAxiom

PRODUCTS USED

[Creative Suite](http://www.macromedia.com/products/creativesuite/) (<http://www.macromedia.com/products/creativesuite/>) , [Flash Professional](http://www.macromedia.com/products/flash/) (<http://www.macromedia.com/products/flash/>) , [Flash Player](http://www.macromedia.com/products/flashplayer/) (<http://www.macromedia.com/products/flashplayer/>) , [Photoshop](http://www.macromedia.com/products/photoshop/photoshopextended/) (<http://www.macromedia.com/products/photoshop/photoshopextended/>)

StruckAxiom built an interactive installation piece for PepsiCo in just two weeks using Adobe Creative Suite 5 software and Adobe Flash Player 10.1.

For its senior management meeting, PepsiCo wanted to give its 300 senior managers a way to visualize some of the social conversations happening around the PepsiCo brands. Creative agency StruckAxiom depended on the Adobe Flash Platform, Adobe Creative Suite 5 tools, and the new Flash Player 10.1 SDK to build a simple, elegant multi-touch installation in just two weeks. Executives at the conference used a 60-inch touch screen to navigate conversational excerpts from Twitter, forums, and discussion boards that demonstrated the power of social media and clearly illustrated how people are engaging around PepsiCo brands.

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