

A vibrant red nebula, resembling a comet's tail or a rocket's exhaust, streaks across the upper right portion of a dark, star-filled sky. The nebula's color transitions from a bright, almost white-red at its core to deep, dark red at its edges. The background is a dense field of small, distant stars of varying brightness.

bottle rocket

innovation lab

Looking for innovation? meet BR labs

For years, we've been helping clients solve real world business problems with innovative techniques and ideas. After numerous awards and recognitions, we decided to offer our passion and insights as a service for your business success. BR Labs explores the horizon of new ideas to mold concepts tailored specifically to your brand's needs.

Our inspiration comes from taking risks in our areas of expertise and pushing the boundaries of innovation and technology. In short, we do what we do not only because we're passionate about it, but to help your brand move forward through the power of innovation.



We provide branded innovations to solve big problems for brands (even the ones you haven't discovered yet). From beacons to immersive VR, BR labs will find the right solution for your brand.

- Technology research and trend reporting
- Industry vertical trend analysis (i.e. Is travel and leisure using AR, if so how and why)
- Strategy on implementing specific platforms and solutions
- Presentations on innovation solutions to stakeholders
- Prototyping and Proof of Concept for specific use cases
- User testing and data analysis of prototypes

Technology Research & Trends

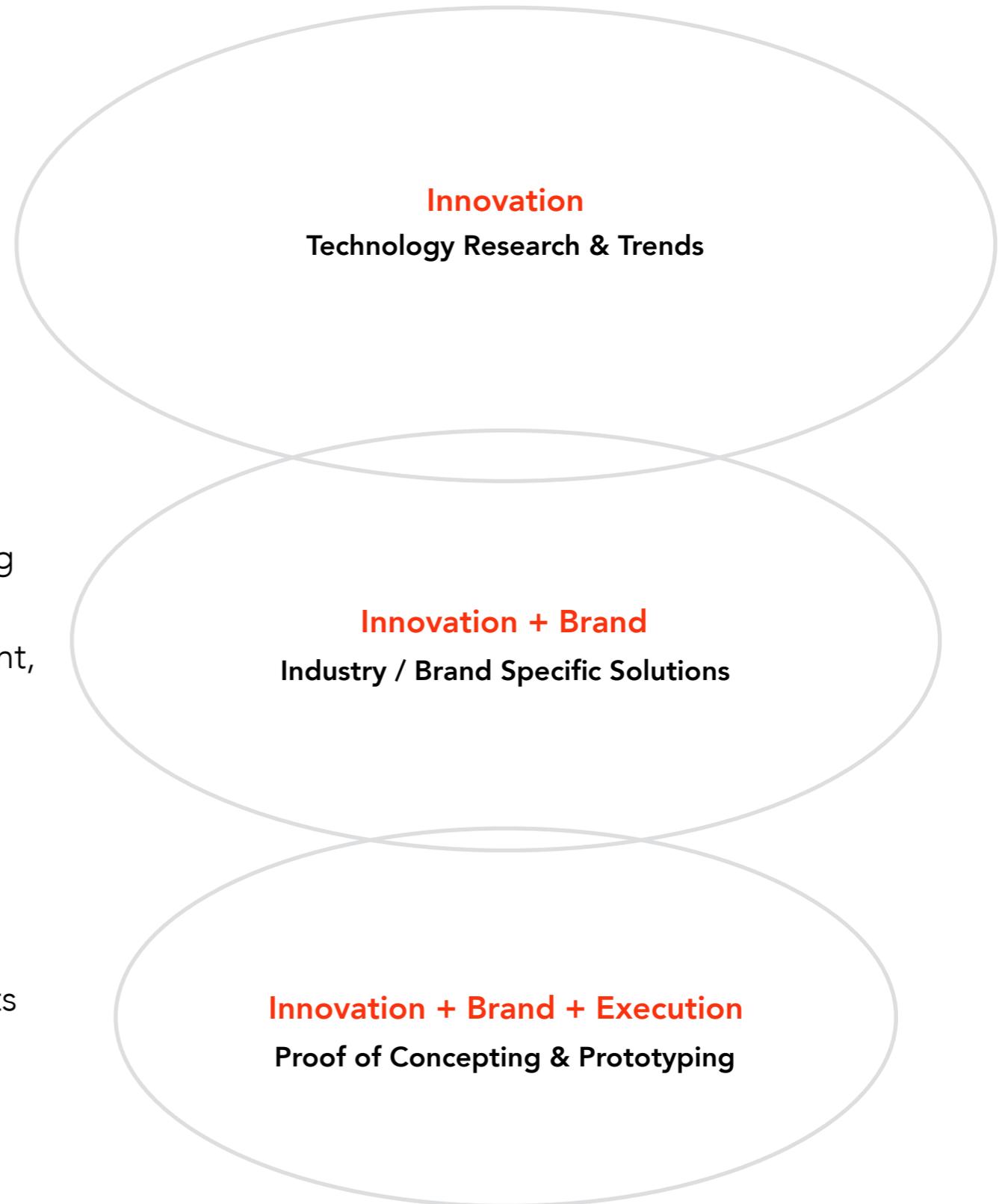
This is the aspect of innovation that will be proactive on our part and help draw brands to us by showing we are bold thinkers who are finding new ways to engage consumers.

Industry / Brand Specific Solutions

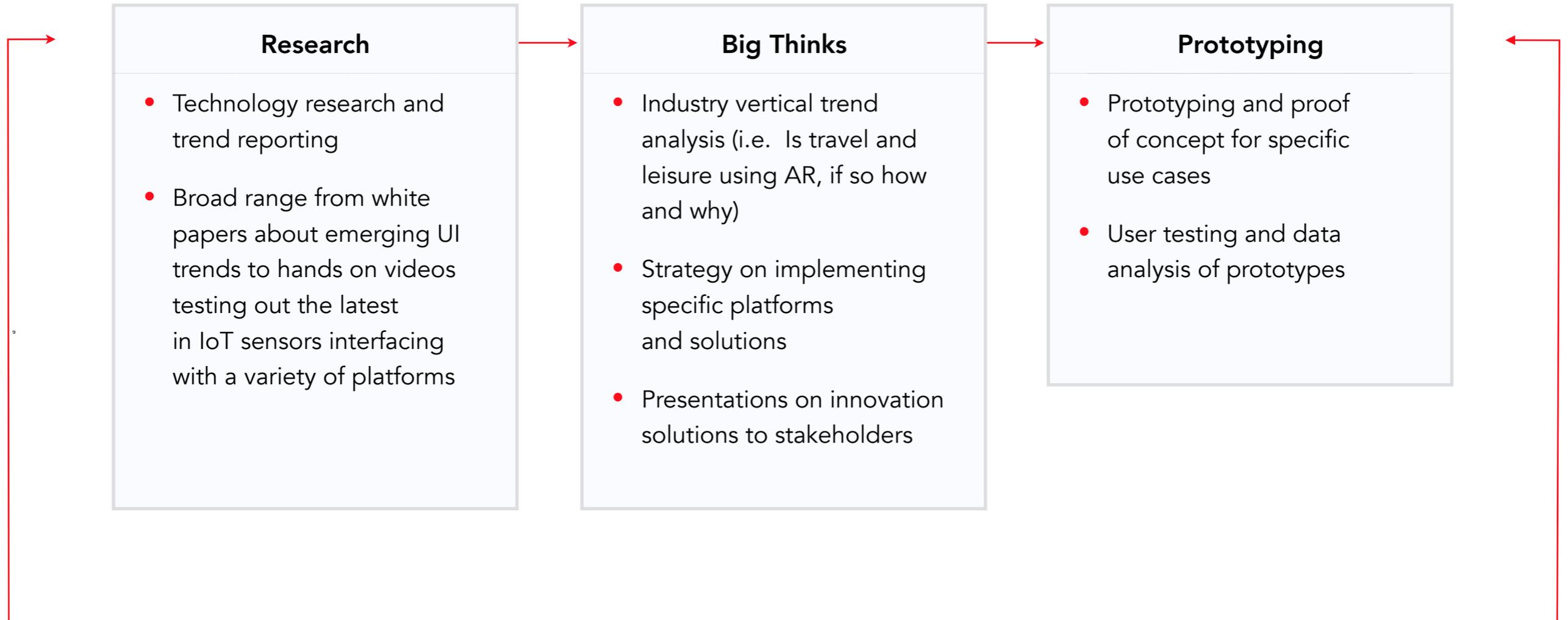
This takes the broad activity of #1 and focuses on research and ideas specific to a brand or industry. This would include business consulting to determine how emerging technology could improve a companies supply chain management, CRM, data analysis, etc.

Prototyping

Prototyping allows us to identify the most important aspect of the concept and do rapid iteration with actual code to prove it can accomplish the goal. This approach give clients the ability to present functioning demos to get across their more complex ideas and to sell in larger initiatives to their stakeholders.

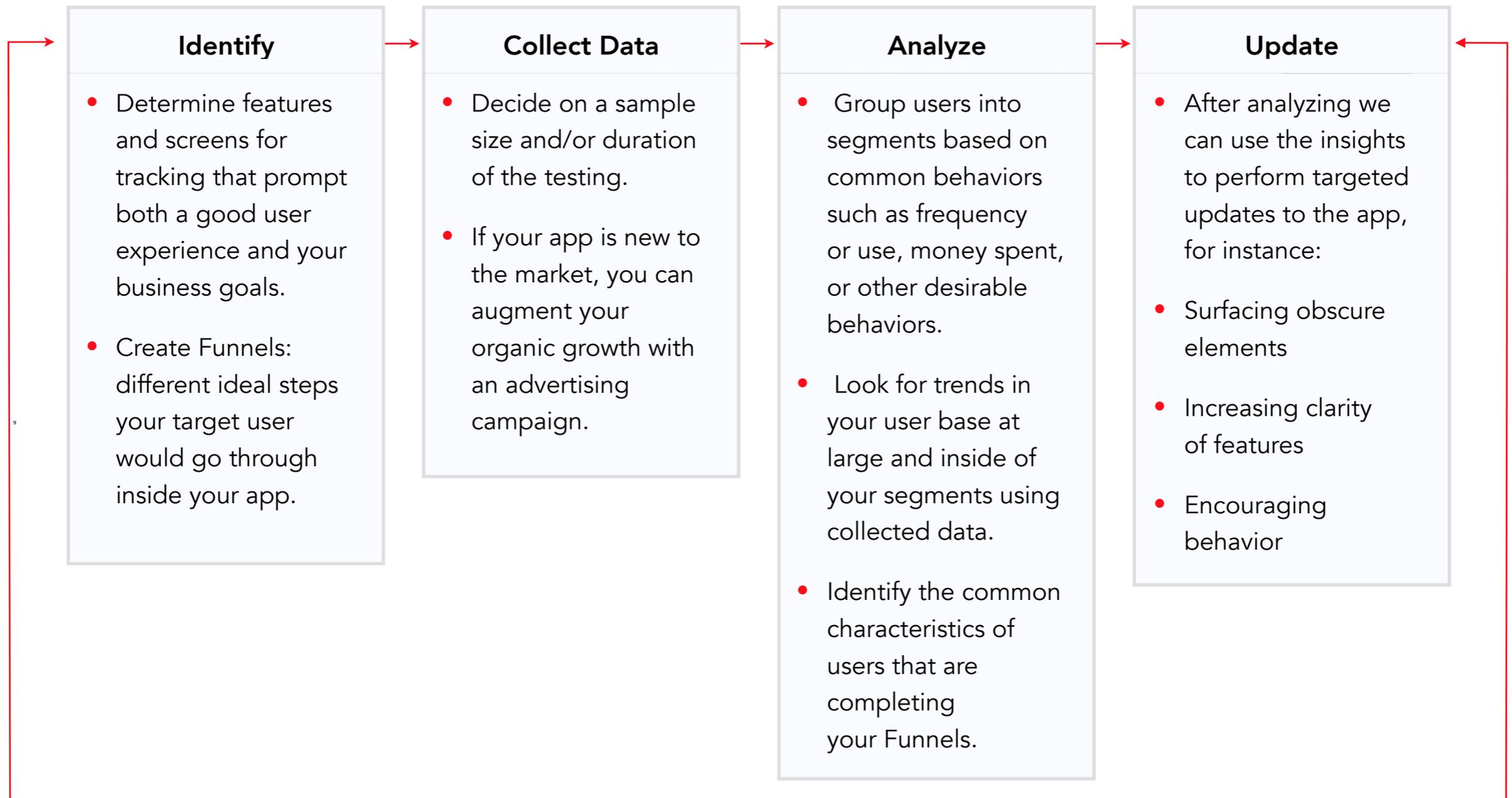


Distilling innovation into core offerings



Data-driven updates and insights.

After your product launches, it's important to understand how your users interact with your app over the coming days, weeks, and months. We focus on these insights to help drive your goals during future updates as another step in our iterative process.



our innovative partners



ADDISON
TREEHOUSE
POWERED BY THE DEC

amazon

AT&T
FOUNDRY
WHERE IDEAS ARE MADE

BIG DESIGN



COLLIDE VILLAGE
B2B-B2C SUPPORT

Dallas
Makerspace

DEC
ENGINEERS

euphoria
UNIQUE GAME MOMENTS

facebook.

GRIFFIN

GIMBAL

Google

oculus

Spine CommonHealth
Worldwide

REVTECH

unity

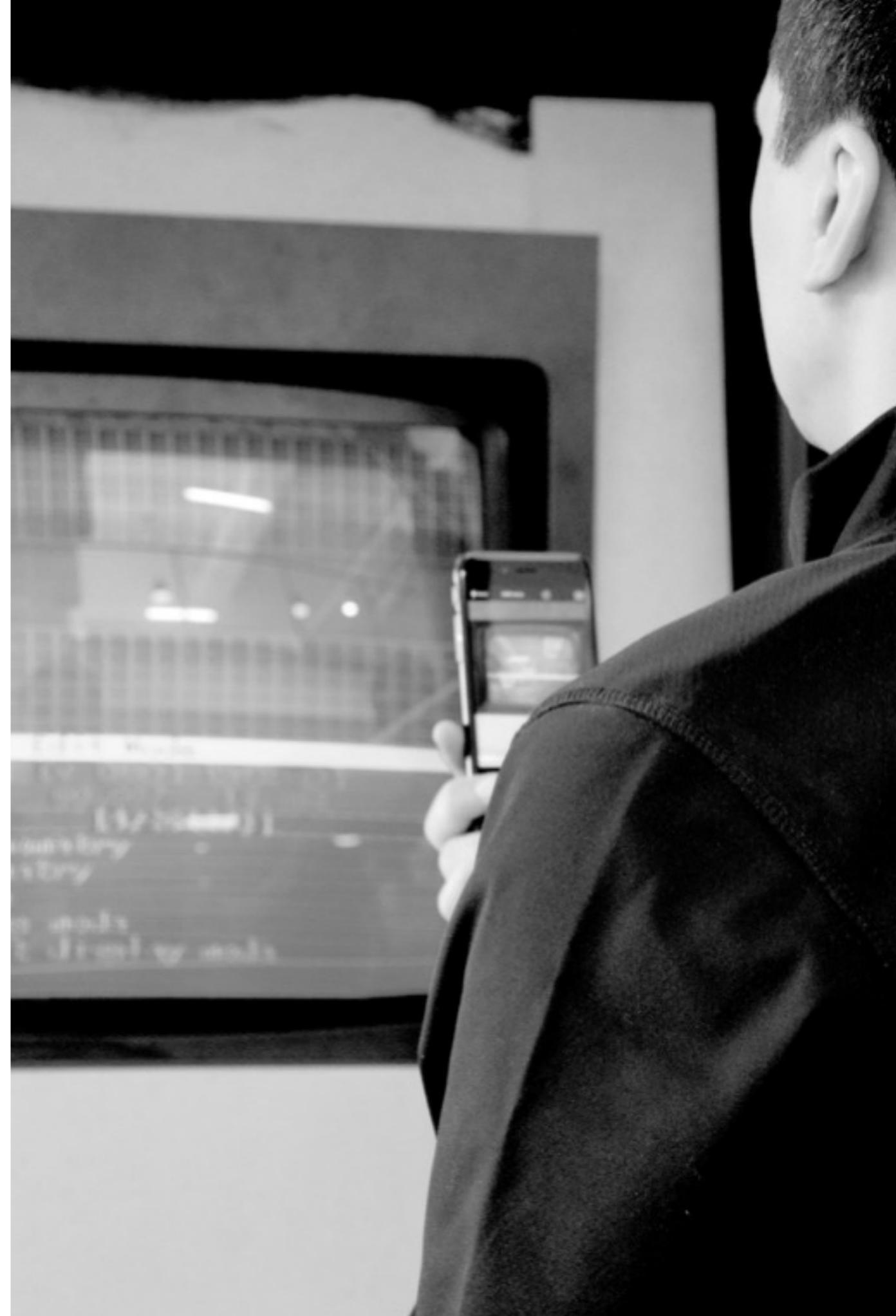
Technology research & trends

New platforms, sensor integrations, evolving SDKs, and a host of other opportunities await brands that are willing to go boldly and innovate before their competitors do. Bottle Rocket has a team of innovation experts who will meet with you to truly understand what brand engagement means to your business and seek out the right trends, technologies and partners to make that vision a reality.



Industry / brand specific solutions

Our inspiration comes from taking risks in our areas of expertise and pushing the boundaries of innovation and technology. Advancement doesn't come from modifying old ideas, but from exploring the horizon and molding concepts with a purpose. We provide analysis on industry trends and custom written white papers, helping your brand move forward in presenting future business success to your organization.



Opportunities for technological trends exist at the intersection of your brand and innovation. BR Labs has a long history of running hack-a-thons for both internal groups and our clients.

Opportunities for technological trends exist at the intersection of your brand and innovation. BR Labs has a long history of running hack-a-thons for both internal groups and our clients. The outcomes of these events allows us prove hypotheses and envision what these ideas could become. Through a framework of rapid iteration and a lean methodology, our team can quickly demonstrate your idea's potential in a very short period. Our processes from Big Think to our collaborative work environment help you define and execute projects, develop strategies on implementing specific platforms and solutions, and express industry vertical trend analysis to achieve an unseen level of success.

Developers designed beacon related projects to explore their potential and application for clients.

Our developers held their own mini-hackathon focusing on beacons, an intentionally conspicuous device designed to attract attention a specific location.

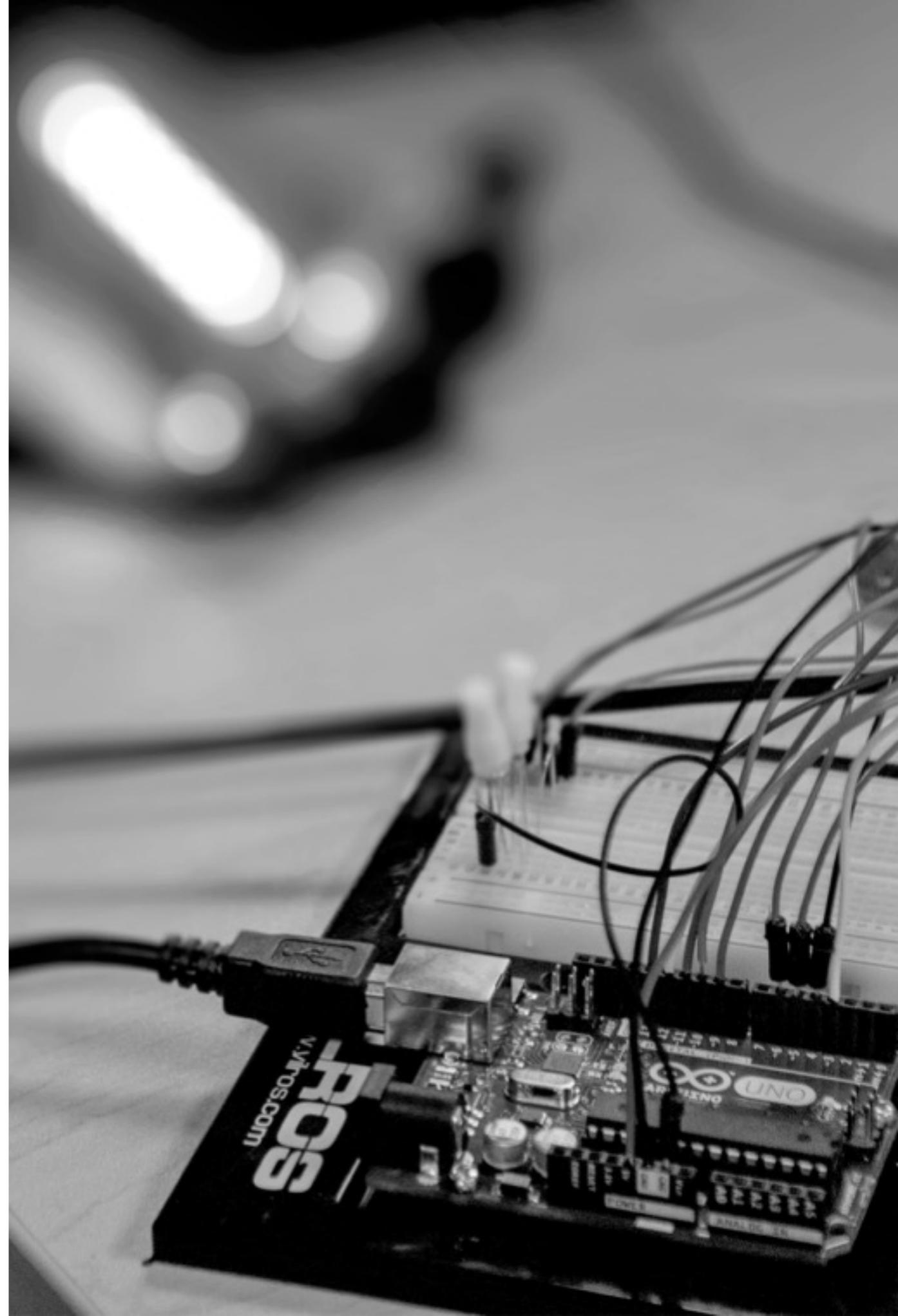
The goals of this night were:

- Give our developers time to get comfortable with beacons
- Facilitate quicker integration into client applications
- Answer client questions regarding feasibility of beacon integration



Brainstorm, collaborate and implement ideas

Once a year, we shut down our emails and phones and put client work on hold so that Rocketeers can collaborate on passion projects in a hack-a-thon we like to call Rocket Science. During those 24-hours, Rocketeers of every discipline come together to brainstorm, design, and implement ideas that reach beyond the scope of our everyday work. These projects vary from lighthearted attempts to celebrate our company culture to serious philanthropic work that break the boundaries of technological advancement. After 24 hours of little sleep (and lots of snacks), Rocketeers share the outcome of their work and come back to their day-to-day duties with not only a fresh perspective, but also with motivated approach to develop innovative solutions for clients.



Proof of concepts and prototyping

User testing and data analysis of prototyping allows us to identify the most important aspects of your customized concept and do rapid iteration with actual code to prove it can accomplish your brand's objective. This approach gives clients the ability to present functioning demos to visualize more complex ideas for specific use cases and to sell in larger stakeholder initiatives. Our concepting team will work with you to quickly define the key pillars of success and determine what features will best support your effort to get a project off the ground.



some of our innovation work



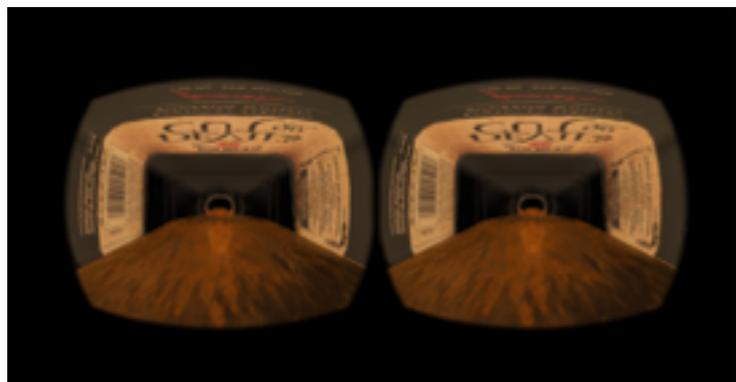
Jim Beam · Devil's Cut 90 Proof Immersed in the experience

Engagement

Jim Beam used virtual reality to give customers the opportunity to experience their Devil's Cut® bourbon in a way that has never been seen before. The Devil's Cut® brand experience uses immersive technology to enhance the customer experience.

Strategy & Execution

Bottle Rocket, Geometry and Jim Beam harnessed the latest in virtual reality technology to create an engaging experience that is as unique and innovative as the Jim Beam® Devil's Cut® bourbon itself. The user is taken on a ride that follows the journey of creation from barrel to glass. To create the Jim Beam® Devil's Cut® ride, we took the user on a 3D roller coaster ride through the process. This experience is being offered to bourbon enthusiasts at select bars throughout United States during in 2015.

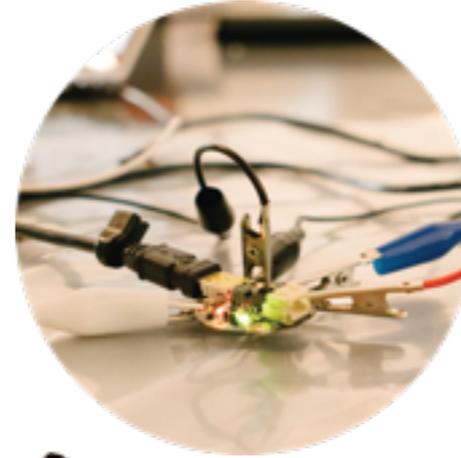


Wearables

Engagement

This team hand-built, sewed, and soldered several proof of concept wearables to explore the more intimate ways we can integrate technology seamlessly in our every day life and style.

The team designed running shoes with fiber-optic laces that change color to discreetly clue users into how far they've run and provide visibility at night, a bracelet made from simple materials that strobes based on GPS coordinates and cycling gloves that illuminate to show turn signals...and full rainbows for high fives.



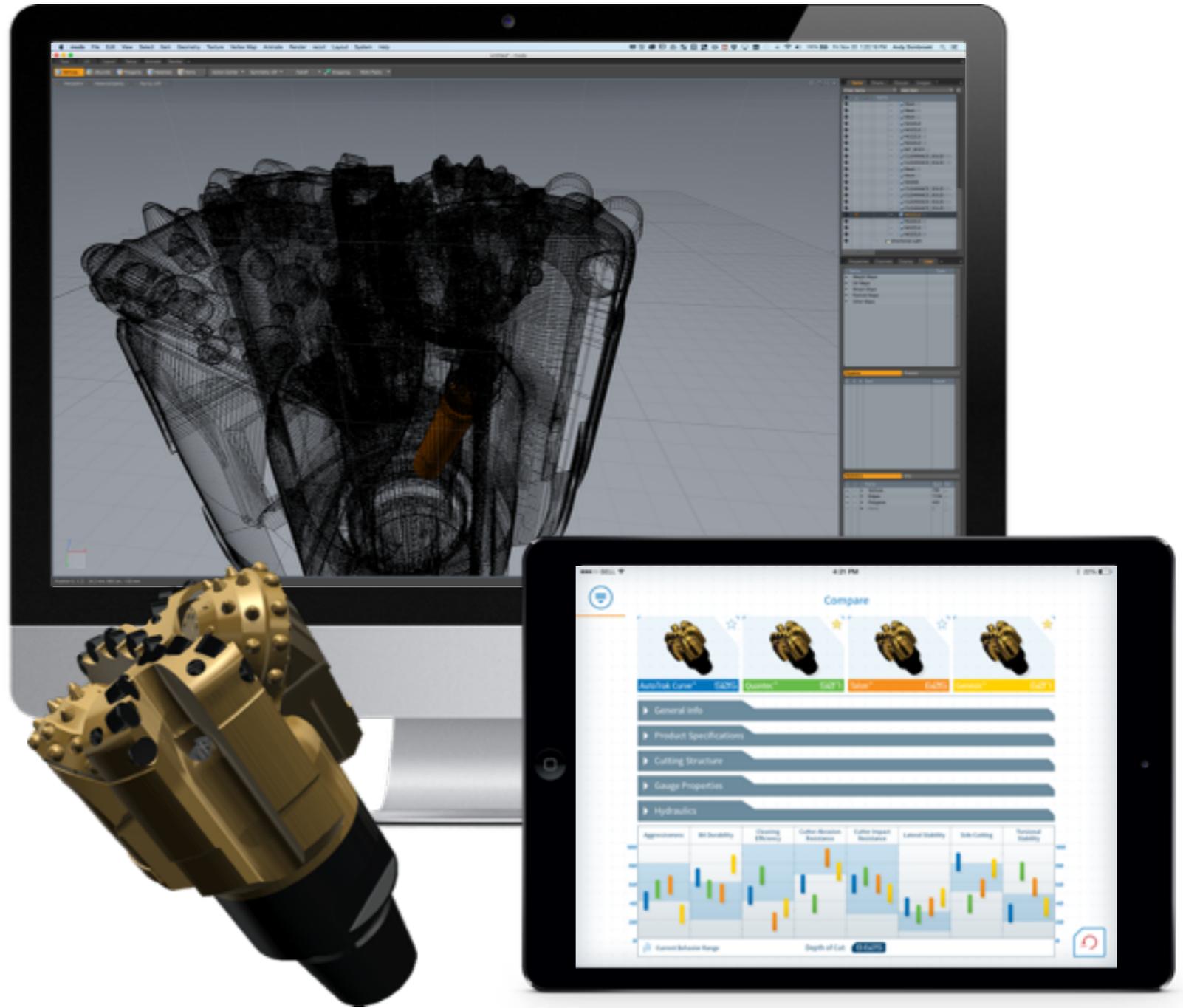


Baker Hughes · BitGenie

Drilling to the core of your brand

Engagement

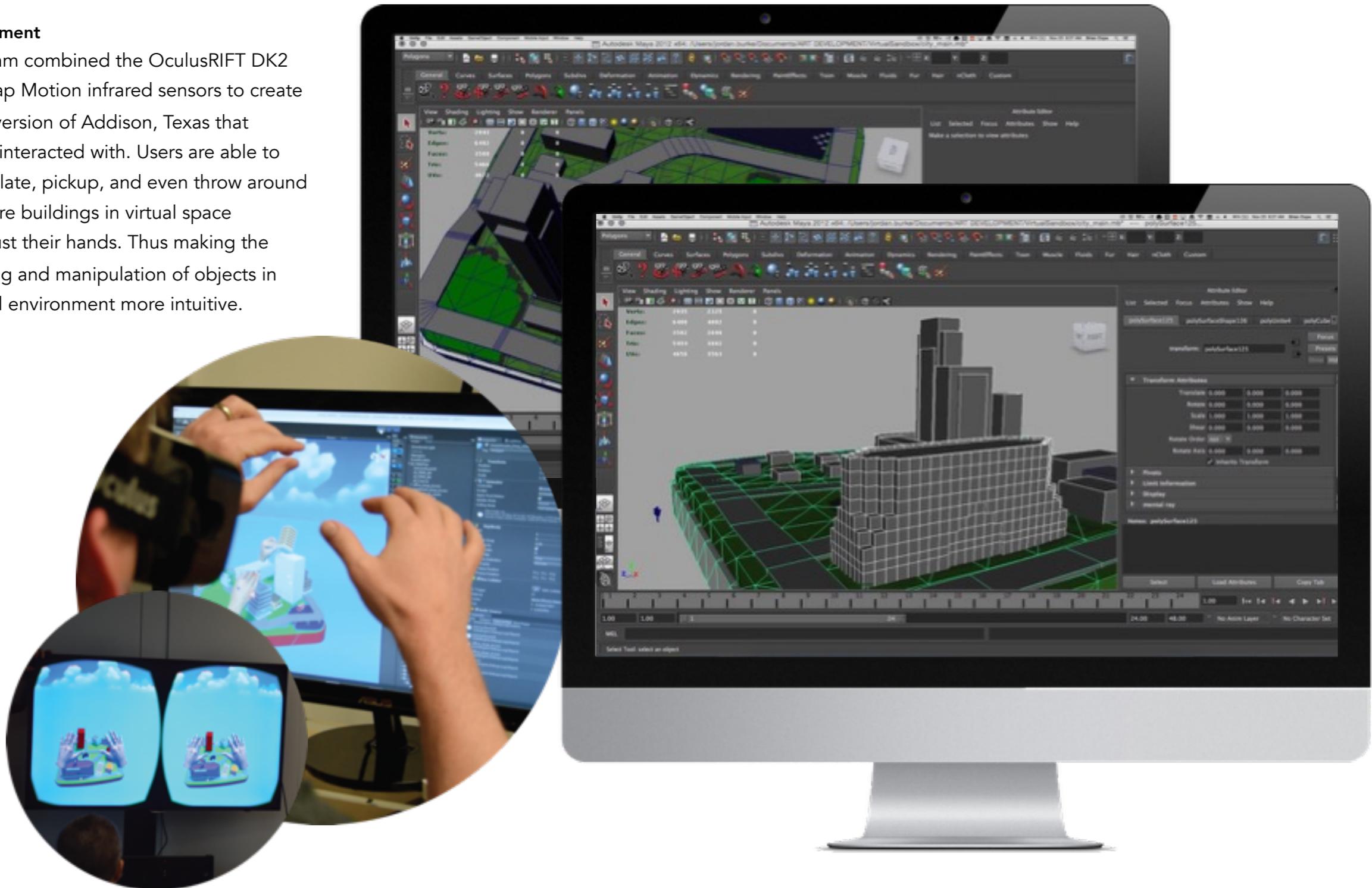
Baker Hughes is a top-tier, global oilfield products and services company with a century-long track record of delivering solutions that help oil and gas operators make the most of their reservoirs. In Q2-2014, Bottle Rocket and Baker Hughes introduced the BitGenie™ intelligent drill bit selection tool. The BitGenie tool is the first mobile app in the industry that enables faster, more scientific decisions in drill bit selection. The BitGenie gives sales personnel of all levels of expertise instant access to information that they, and the customer, need to make tbit selection easier.



VR City Sandbox

Engagement

This team combined the OculusRIFT DK2 and Leap Motion infrared sensors to create a mini version of Addison, Texas that can be interacted with. Users are able to manipulate, pickup, and even throw around miniature buildings in virtual space using just their hands. Thus making the selecting and manipulation of objects in a virtual environment more intuitive.





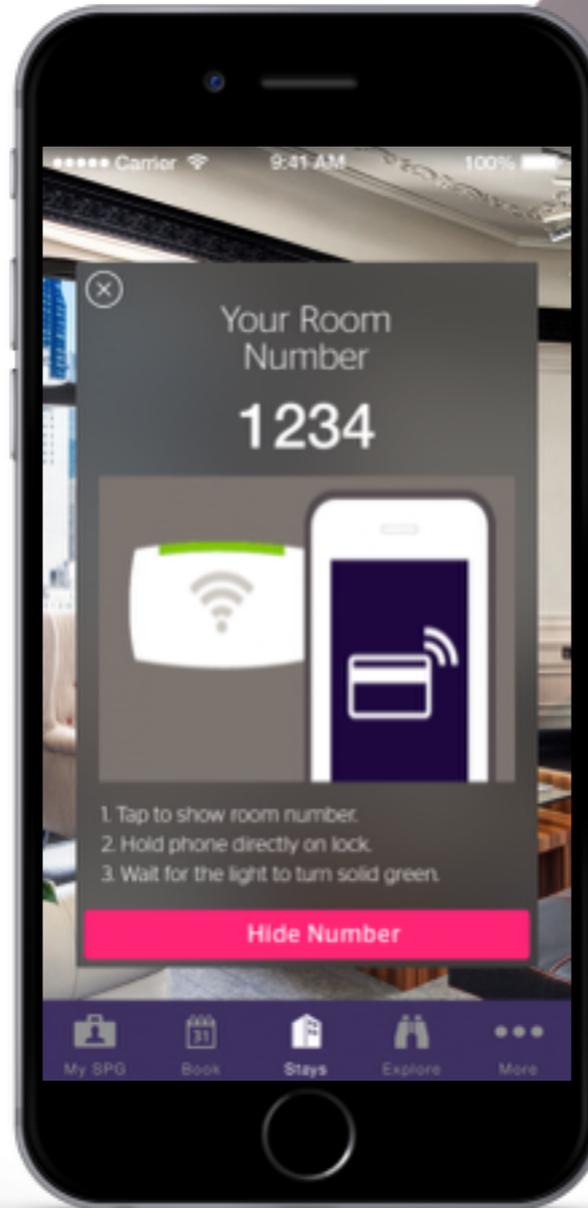
Starwood Hotels · Preferred Guest

Redefining the hotel booking experience

Developed for
iOS and Android

Engagement

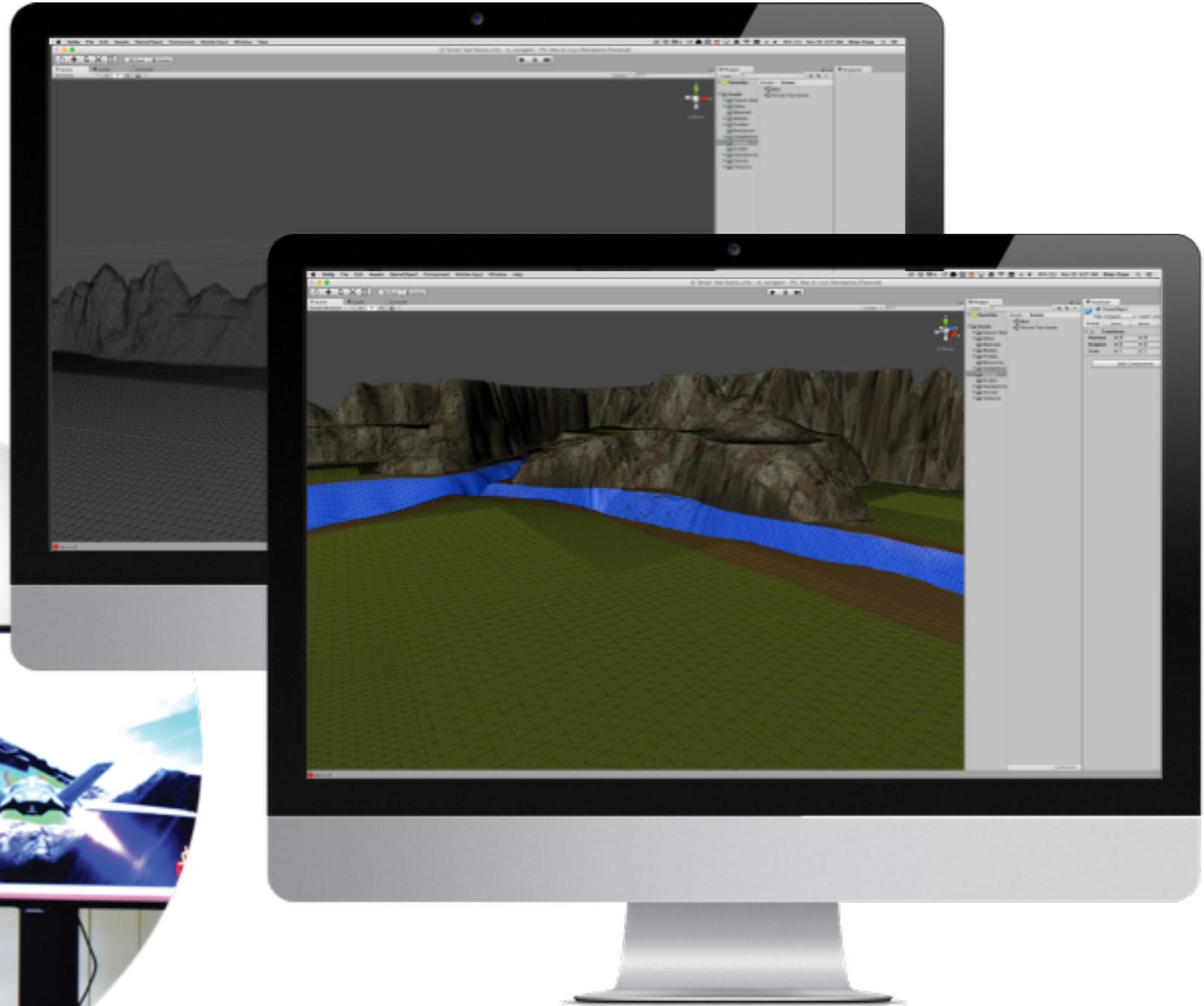
The Keyless functionality is the first of its kind to market. This will give SPG members the ability to open their hotel room doors using their mobile devices. Talk about serving the user... this is the ultimate personalized travel companion. We are incredibly proud of this work and look forward to a continued partnership with the Starwood Hotels and Resorts.



Flight of the Navigator

Engagement

Utilizing Kinect, Flight of the Navigator built a game that puts you in the cockpit of a jet fighter. The controls? Your hands. As you stand in the front of the screen, a wireframe model of yourself appears at the bottom as you pilot a ship through beautiful mountainous terrain giving the user the feeling of flight.



Do you want your company to push the boundaries of technology? Our team of innovative experts can help you get there. Reach out to our innovation team to learn more about the latest technological and consumer trends today.

**Let's build a remarkable
experience together.**

hello@bottlerocketstudios.com

bottle rocket