

Media release: 20 November 2017

cievents and Propel partner to launch Disney Star Wars Laser Battle Drones

cievents last week joined forces with Propel, the largest global developer and manufacturer of drones, for the launch of a new generation of multi-player gaming drones in the Australian market.

Using Propel's Disney Star Wars laser drones, the exclusive event for media and influencers was held at The Venue in Alexandria Friday, 10 November 2017.

cievents created an immersive event for guests, showcasing all 12 features of the revolutionary Propel patents – the technologies which enable the Disney Star Wars Laser Drones to battle each other.

The Venue in Sydney's Alexandria was the ideal blank canvas – a warehouse-style space where the cievents' team created different zones to showcase Pre-experience, Product Reveal, Product Education and Product Training, culminating with entry to the Drone BATTLE DOME.

Lighting, visuals and audio cues, cleverly used by cievents built the anticipation of the product reveal, where a choreographed drone sequence, a real-life Star Wars battle scene between the Rebel Alliance and the Darkside, enthralled guests.

The capabilities of the innovative technologies including LiFi, Intelligent Awareness Technology and Reverse Propulsion Technology, were demonstrated through interactive platforms. Guests were then invited to join in the fun and take control of the drones, navigating through custom-made obstacle courses. The pinnacle of the launch event was the BATTLE DOME where guests battled to claim victory in a Galaxy far, far away.

The launch collection featured three of the most popular Star Wars flying fighters – the Star Wars 74-Speeder Bike™, the Star Wars TIE Advancedx1™ and the Star Wars T-65 X-Wing™ – beginning a new era of drone gaming through Propel's world-class innovation and technology.

In conjunction with the 14 December premiere of Star Wars: The Last Jedi, Propel has released 1,977 limited edition souvenir boxed drones to celebrate the original film of 1977.

The standard edition of Propel Star Wars drones will hit the Australian market on 21 November and are expected to be one of the hot products under the Christmas tree this year.

-ends-

Notes to Editors:



Media Contacts:

Sammy Dalglish, Group Account Director, Zadro
+61 2 9212 7867 | sammy@zadroagency.com.au

Tracey Hoffman, Account Coordinator
+61 2 9212 7867 | tracey@zadroagency.com.au

Images:







ABOUT CIEVENTS:

From our first office that opened in 1986, cievents has grown into a globally recognised, award winning, full service strategic meetings and event management agency.

Today the business is focused on crafting unique, insight driven brand experiences for the global corporate market and has offices in Sydney, Melbourne, Brisbane, London, New Jersey, New York, San Francisco, Toronto, Hong Kong, Auckland and Mexico City.

In the midst of our fast paced, ever changing global economy, technology connects us like never before. But more than ever our customers are seeking out physical experiences that focus on connecting their people together in the moment - so they are truly present in a common 'here and now'.

We pride ourselves on our meticulous attention to detail in creating authentic experiences that connect and inspire delegates within these potentially life changing moments.

1. EVENT PRODUCTION - LIVE AND SCREEN PRODUCTION SOLUTIONS

Our talented production teams have the unique ability to blend their strategic business communication knowledge with their theatrical expertise to create experiences that are transformational, original and highly thought provoking.

We've got you covered, with stage set design and management, event design, AV design, technical direction, entertainment and speaker sourcing, scripting and speaker support, and full show call.

2. CREATIVE SERVICES - CREATIVE DIRECTION, DESIGN, BRANDING AND COMMUNICATIONS SOLUTIONS

Our full-service, integrated creative studio is driven by a collective of free thinking creative teams. They live and breathe communication design and the abundant creative freedom

they're given allows them to connect with the customer's brand and take them on a journey that will be unexpected, revealing and visually arresting.

From a loose sketch on a piece of paper to a fully visualised experience, the studio team love crafting everything from event strategy, delegate journey, on screen content, video production, branding and visual identity, graphic and digital production, 2D and 3D design and web development.

3. EVENT MANAGMENT - EVENT MANAGEMENT, CONFERENCE AND TRAVEL INCENTIVE SOLUTIONS

Our event management teams assist our customers with every logistical element that goes with sourcing, contracting, organisation, execution, and reconciliation of meetings, conferences, product launches, road shows, travel incentives, exhibitions, symposiums, summits, AGMs, special events, award dinners and celebrations.

Our travel incentive specialists have travelled the world to garner a wealth of real world experience to give our customers the insights they seek. Each an expert in concept development, program design, teaser programs, registration, travel and destination management and on-site logistics management.

www.cievents.com.au