



Cowplain Bus Route

An interactive information system, featuring virtual journeys and traffic updates.

For Hampshire County Council.

DVA produced a CGI tour along a planned bus priority highway to encourage public understanding and support for the county council prior to and during construction.

From the outset the animation - commissioned as "an artists-impression that moves" - always had two intended outlets. Firstly to use as speaker support at public meetings and exhibitions, and secondly within an interactive information resource accessed by the general public from kiosks at various locations including bus stops.

As well as creating the 3D CGI, DVA were also responsible for designing and developing the interface for the interactive piece.

