

GONE FISHIN'

News from Rackfish | www.rackfish.com | +46-18-181800

May 2014



NEW GENERAL TERMS!
WWW.RACKFISH.COM/LEGAL



FOLLOW US ON:
WWW.RACKFISH.COM



FOLLOW US ON:
FACEBOOK.COM/RACKFISH

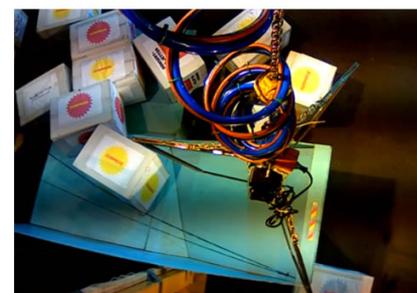
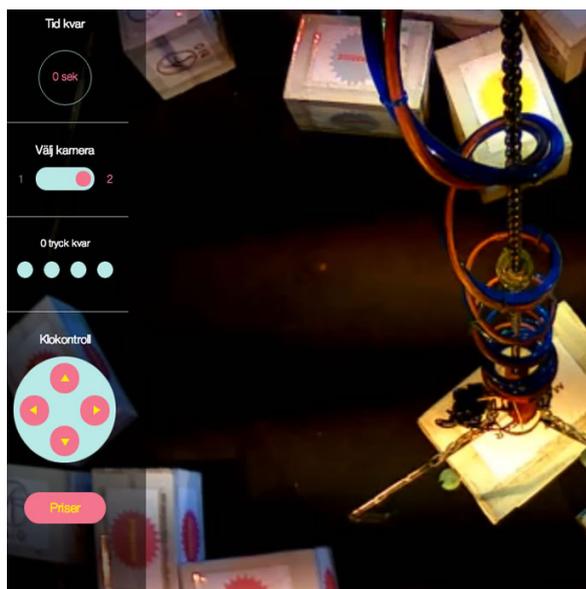
KRAV requires good hosting

KRAV is usually a reason that Swedish consumers see empty supermarket shelves. KRAV sets standards for ecological ingredients, so eggs that are marked with KRAV - for instance - are usually sold out. Over 98% of the population in Sweden recognize the name and logo. It is - surely - one of the reasons that Swedes tend to lean to a more organic lifestyle. Since 2012, organic apples have seen a sales increase of over 500%, according to Dagens Nyheter.

Rackfish is proud to host the website, that - by the way - is made by Phosworks Digital Ideas. The website is built on Dripal using our own platform for Drupal hosting. More information can be found on www.krav.se.

KFC Russia launches burger with Rackfish

Beginning this year, a new hamburger was launched at KFC in Russia. The launch was celebrated with a great campaign, signed Perfect Fools. Find out more about the campaign: rckf.sh/kfc-russia



Largest carnival game ever!

Do you remember the most popular carnival games when you were a kid? Most probably the "claw game" is among them. Together with Coda Collective, Rackfish set up network cameras over a huge claw that can pick out packages, every one of them containing a surprise. The campaign made to attract new talent to education in industrial technology in Sweden is sponsored by the employer organization Teknikföretagen.

Sweden has seen a decrease in students seeking industrial technology education the last few years. The employer organization Teknikföretagen wants to change that. Their agency Sverige AB hired Coda Collective - an agency specialized in integration between software and hardware, to set up the world's largest carnival game, the famous "claw".

Users enter the website, and can steer this enormous claw using buttons and one of two camera views, to try to pick up a package. Prizes range from movie tickets to high end gaming consoles. The equipment is managed by a

Raspberry PI board computer that controls the crane-like structure that can move in X-Y direction. The user gets a certain number of moves before the claw lowers to grip an eventual package.

To aid the user, Rackfish provided two Axis network cameras mounted onto the structure, and Streamio provided the live streaming, ensuring low latency since users have to feel the control of the claw without any extensive delay.

See our case file on rckf.sh/storklon

www.rackfish.com | facebook.com/rackfish | twitter.com/rackfish