



COMPANY

Myspace LLC

Myspace LLC is a leading social entertainment destination powered by the passions of fans. Aimed at a Gen Y audience, Myspace drives social interaction by providing a highly personalized experience around entertainment and connecting people to the music, celebrities, TV, movies, and games that they love. These entertainment experiences are available through multiple platforms, including online, mobile devices, and offline events.

OBJECTIVE

To help promote the release of RIM's new Storm™ mobile device, TELUS and Myspace created an interactive campaign that was to allow a user to download an application shaped like a Storm™ device and allow the user to take pictures of wish-list items that could be uploaded to a custom widget to be located on the user's Myspace page. A winner would be chosen at the end of the campaign with an item (or items) from the user's wish-list being awarded.

Myspace contacted BHS Consultants to help meet these deliverables under a tight timeline as technical difficulties were being met.

RESULT

BHS created and delivered—on-time and on-budget—the downloadable application as well as the overall infrastructure and custom widget to enable the campaign to proceed as planned:



My holiday wishlist:



SOLUTION

BHS designed and developed the downloadable application based on the .NET framework, allowing for a quick turnaround. The application was novel in that the Storm™-shaped application allowed users to use its screen as a "camera" to take pictures that were then uploaded and sync'ed with the

user's Myspace profile.

The appropriate infrastructure to transfer and host the images was also arranged by BHS Consultants.

BHS also created the custom widget that Myspace users would use to display their wish-lists, which also came in the shape of a Storm™ mobile device with the items appearing as a scrollable list within the device's "screen". BHS faced Myspace platform limitations but, through resourcefulness and creative thinking, overcame all limitations faced and delivered a widget that met all the requirements set forth in the project.

TECHNOLOGY EMPLOYED

- VB.NET
- Web services
- Myspace API
- HTML/CSS/Javascript