



## Go Army

This project is an excellent example of how a tight integration with various contributors to a large site like goarmy.com can really work and be effective. Click3X and MRM Worldwide collaborated to produce the web experience “A World Like No Other” for the US Army. Click3X created fully CG world including an army base, mountain/desert landscape, vehicles, and Army personnel. To create this world, Click3X worked with MRM and Smuggler, the producer of the live action component, to create a fictional base modeled after real Army bases in Kentucky and Colorado. Each fly-through then transitioned into a live action segment. It was critical that the part that Click 3X designed and built become part of a seamless and exciting whole.

The user experience begins with a flyover of the desert landscape and Army base. When the camera lands on an aerial view of the base, the user then has the ability to select different “hot-spots” which then initiate a camera fly over to that part of the base where the CGI transitions seamlessly to the live action webisodes.

## What we did

Design  
3D Animation  
Video Compression

## Who we did it for

Client: McCann MRM