

CASE STUDY:

AutoModality

(Upstate Interactive designed website)



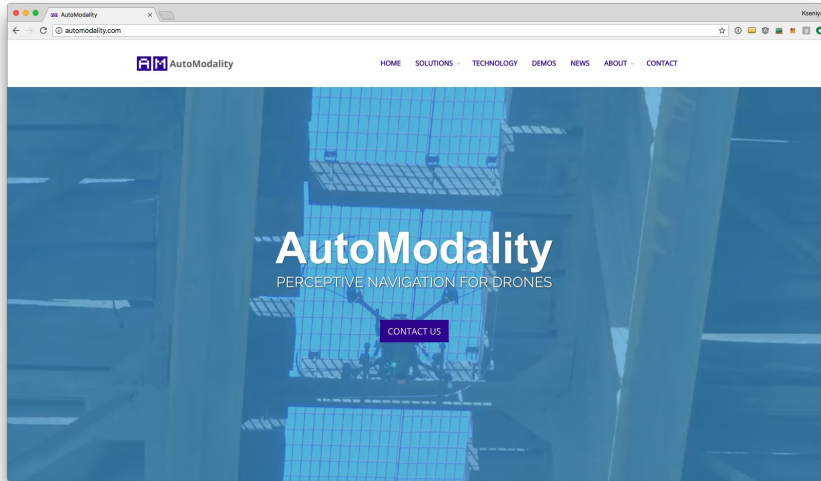
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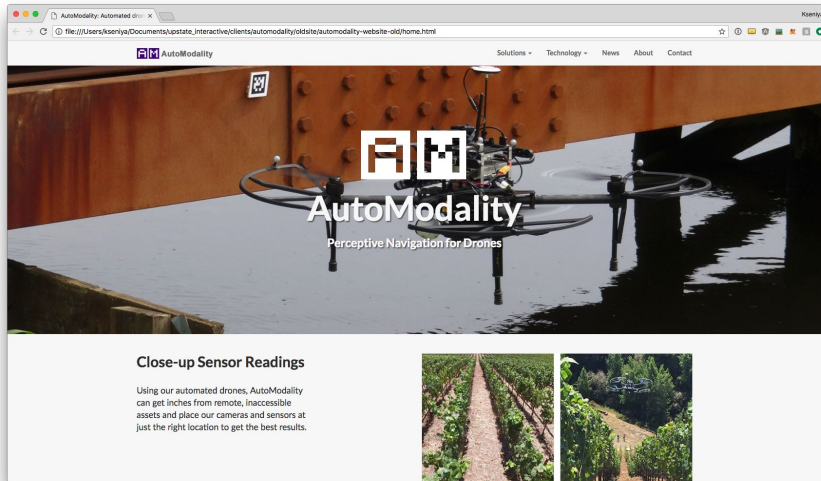
BACKGROUND

Drone technology is a unique and competitive market. The AutoModality team needed to break into the market and expose their incredible product to potential users.

After winning the DJI SDK Challenge in 2016 and the Genius NY Business Competition in 2017, our friends at AutoModality realized that in order to expand they had to revamp their web presence.



(old website)



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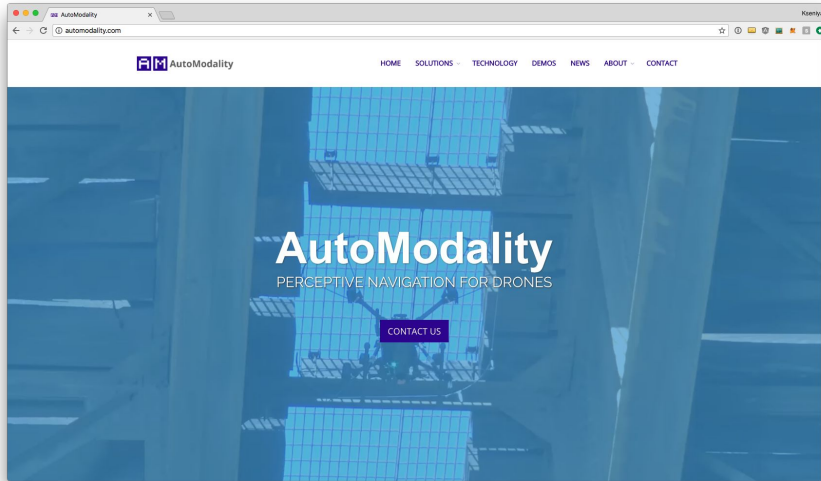
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THE PRODUCT

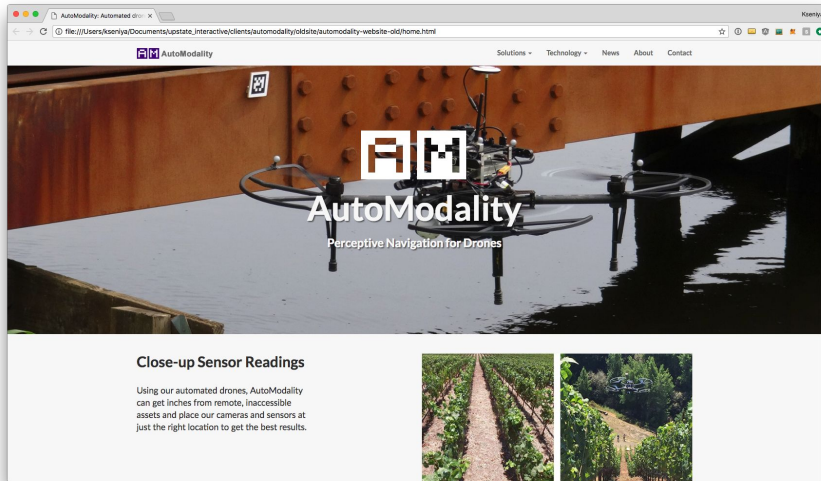
AutoModality is a unique Perceptive Navigation automated drone platform invented and designed in Silicon Valley and Central New York.

Their software and sensors allow drones to navigate autonomously through high-quality live streaming from mounted cameras to your handheld device.

The goal of AutoModality is to make inspection faster and safer while ensuring 100% coverage of the objects being surveyed.



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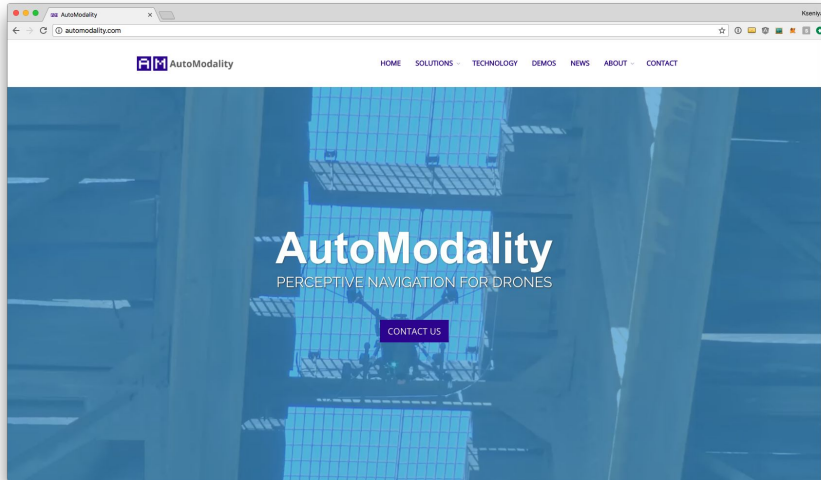
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THE CHALLENGE

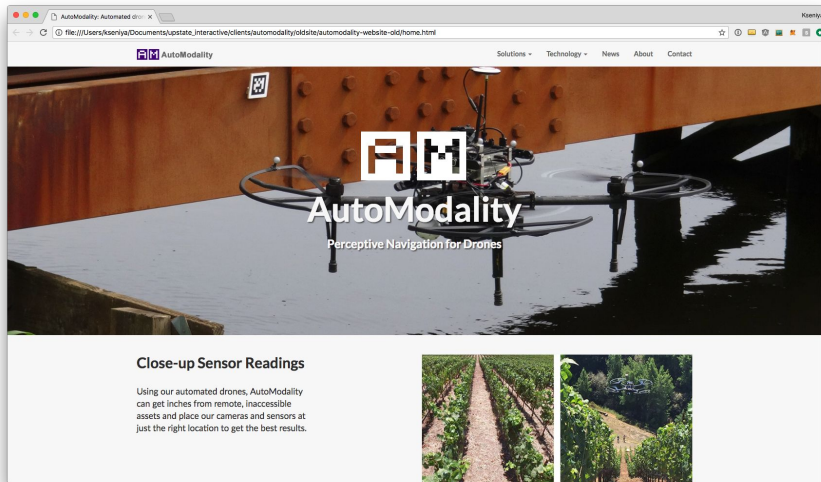
Unique qualities of AutoModality's software and hardware needed to be showcased in a modern, subtle and informative site.

Mobile compatibility and the ethos of the AutoModality team also needed to be integrated into the web design.

Creating a space that could both explain what AutoModality was and why it will be crucial to infrastructure development in the future gave us room for creativity.



(old website)



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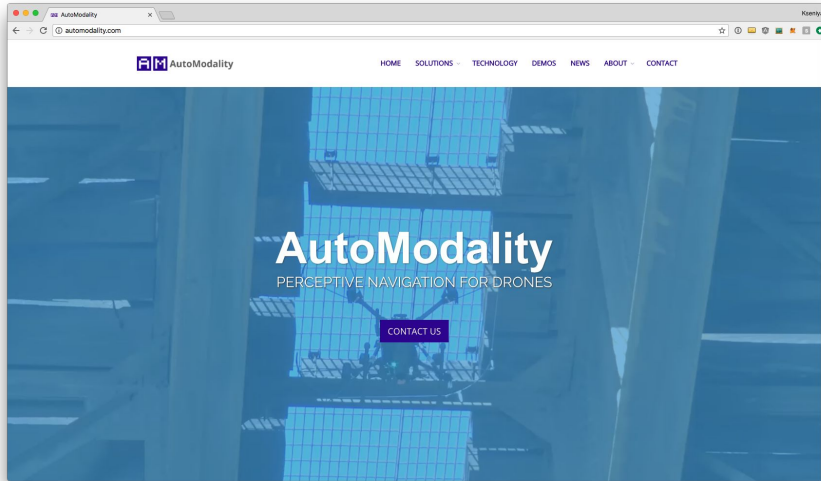
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THE WEBSITE

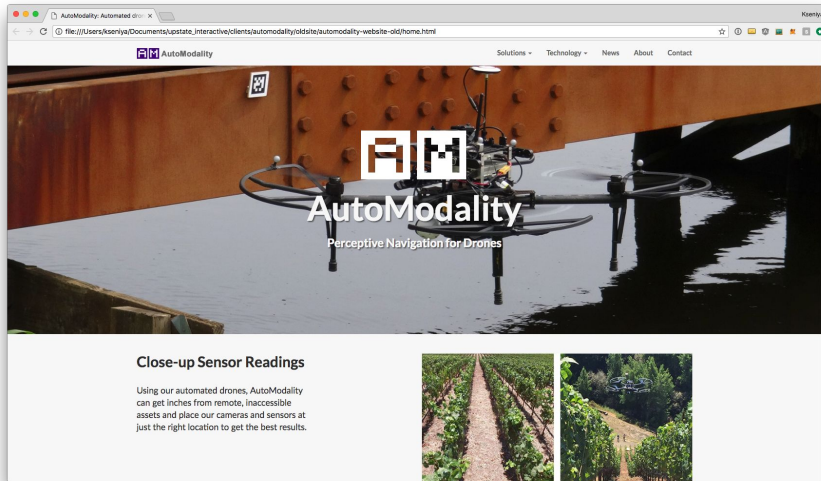
Launching in May of 2017, AutoModality.com features both web design and copy provided by the Upstate Interactive team.

To showcase their work in redefining bridge, crop, and warehouse inspection through the use of drones, our team opted for a scroll heavy flat design.

Integrated video, and dynamic navigation with our creative touch changes the way a user views Perceptive Navigation.



(old website)



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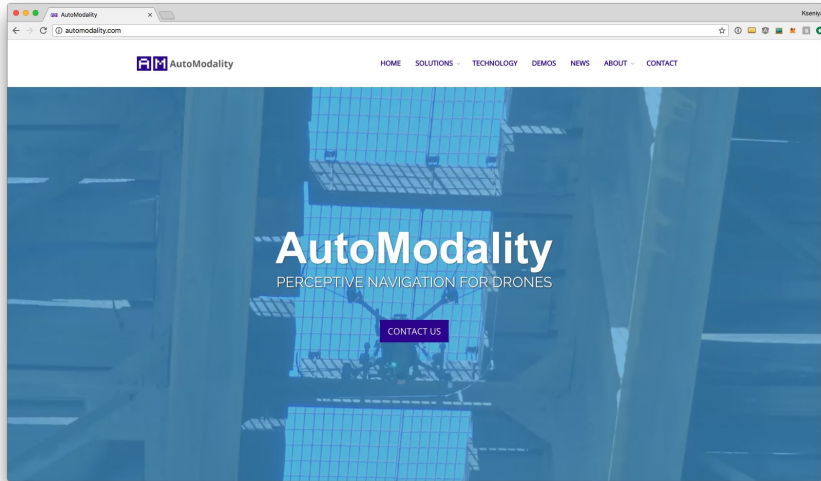
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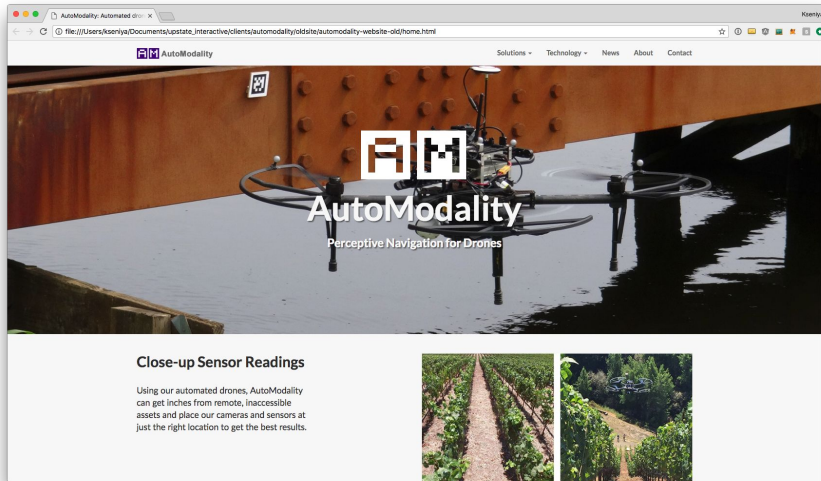
THE FUTURE

As AutoModality grows, their needs will change, and as they change Upstate Interactive is ready to update their site, provide fresh copy, build an email marketing campaign, or anything else they may need as they take their product to the next level.

AutoModality's solutions to previously dangerous and costly inspections aspects will without a doubt help modernize infrastructure in North America.



(old website)



TESTIMONIAL



“The team at Upstate Interactive understands what it takes to be successful in the drone industry. They met or exceeded all of our expectations. We highly recommend them to anyone looking for a first-rate software partner.”

- Daniel Hennage, CEO

