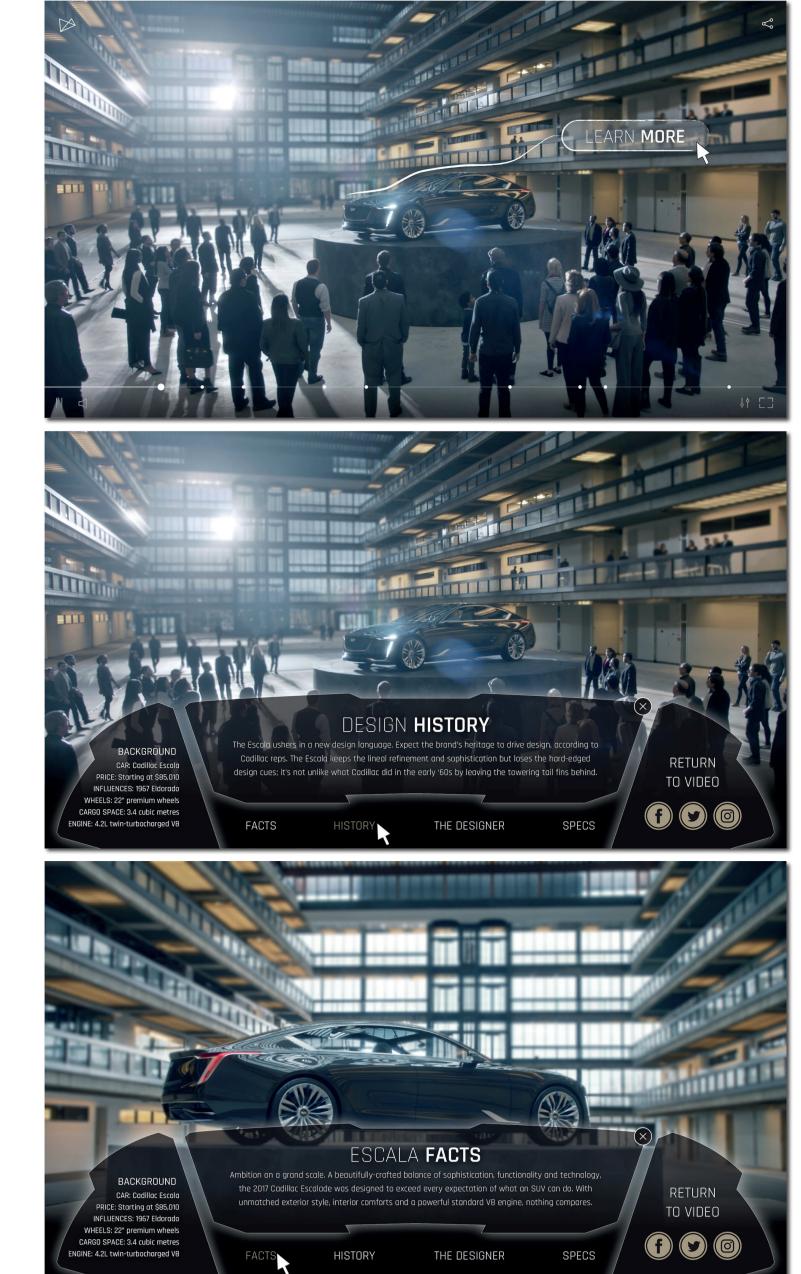
Cadillac + WIREWAX Viewer watches a Cadillac commercial. Throughout the video, WIREWAX

hotspots would create interactive points next to cars and notable objects in the video. A viewer can click these hotspots at any point in the video to view up additional Cadillac information or content.

Pedestal Video Hotspot & Overlay Option #1

Motion tracked hotspots would be associated to any object within the video.

Upon tapping the hotspot, a bottom third overlay would appear featuring information about the design and specifications of the car, as well as social share options.



Hotspot & Overlay Option #3

Motion tracked hotspots would be associated to any object within the video.

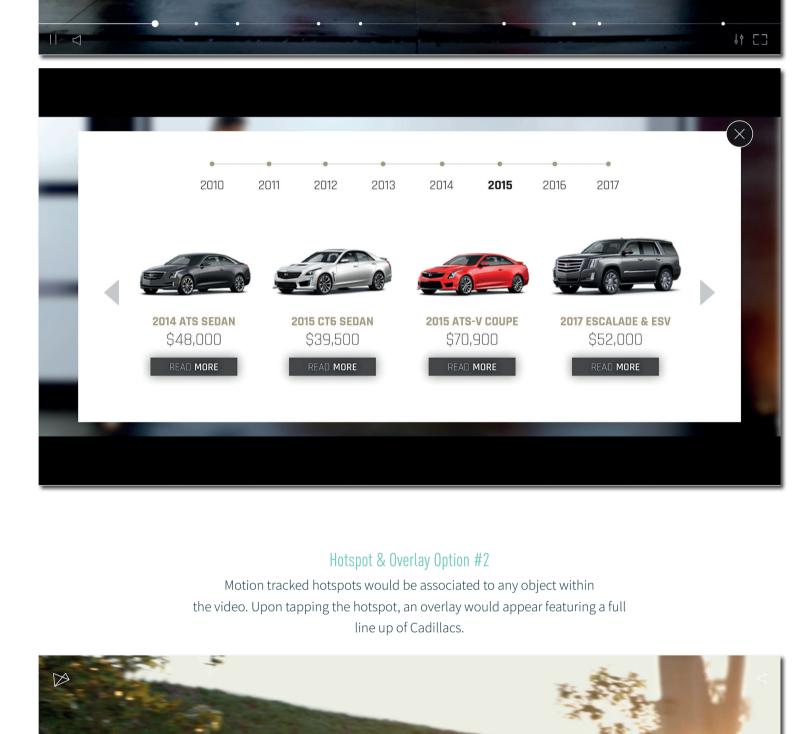
Upon tapping the hotspot, an overlay would appear featuring information about the car and its features.



Hotspot Option #3

This motion tracked hotspots would be associated to any object within the video.





A HISTORY **of Cadillacs**

2016 Cadillac Escalade

> TYPE Full-Size Luxury SUV

2017 Cadillac CTS Sedan

COMPARE **MODELS**

CT6 -

 \cdot 18" aluminum wheels with Blade Silver painted finish

· Bose® Panaray® Sound system, featuring 34-speakers

\$54,790

SHOW MORE >

SHOW MORE >

LOCATE A DEALER

CALL A DEALER

COMPARE MODELS

TYPE Mid-Size Luxury Car

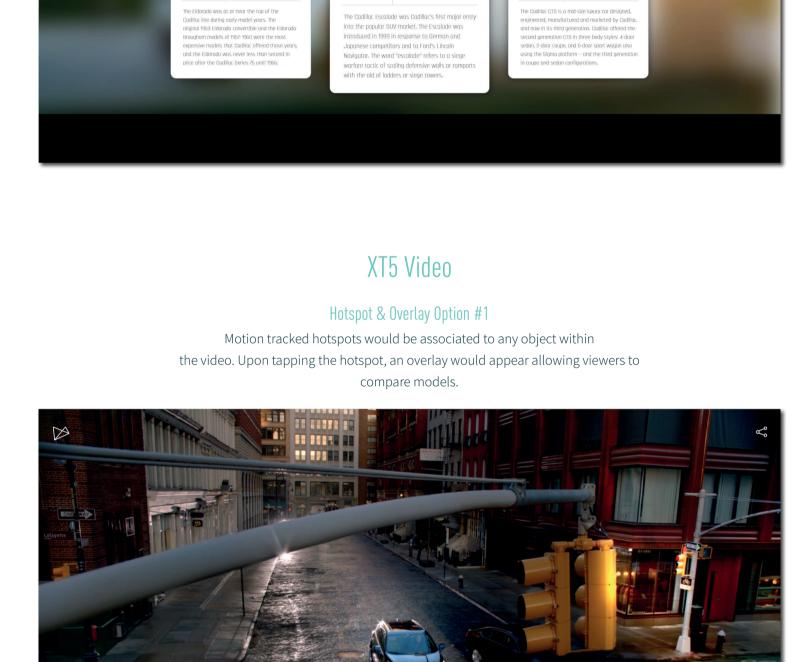
1960 Cadillac Eldorado Biarritz

> TYPE Personal Luxury Car

VIEW THE

CADILLAC LINE UP

EXPLORE OUR HISTORY >



COMPARE MODELS

VS.

\$54,790

SHOW MORE >

SHOW MORE >

Hotspot & Overlay Option #2

These static hotspots would sit in the bottom right corner of the video.

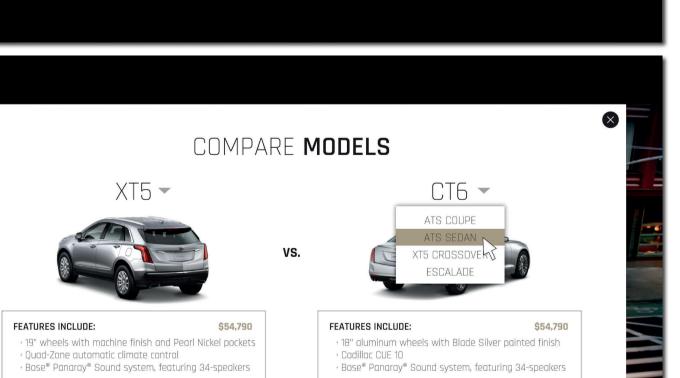
Upon tapping the hotspot, an overlay would appear featuring a map showing the locations of different Cadillac dealerships.

XT5 -

 \cdot 19" wheels with machine finish and Pearl Nickel pockets

· Quad-Zone automatic climate control · Bose® Panaray® Sound system, featuring 34-speakers

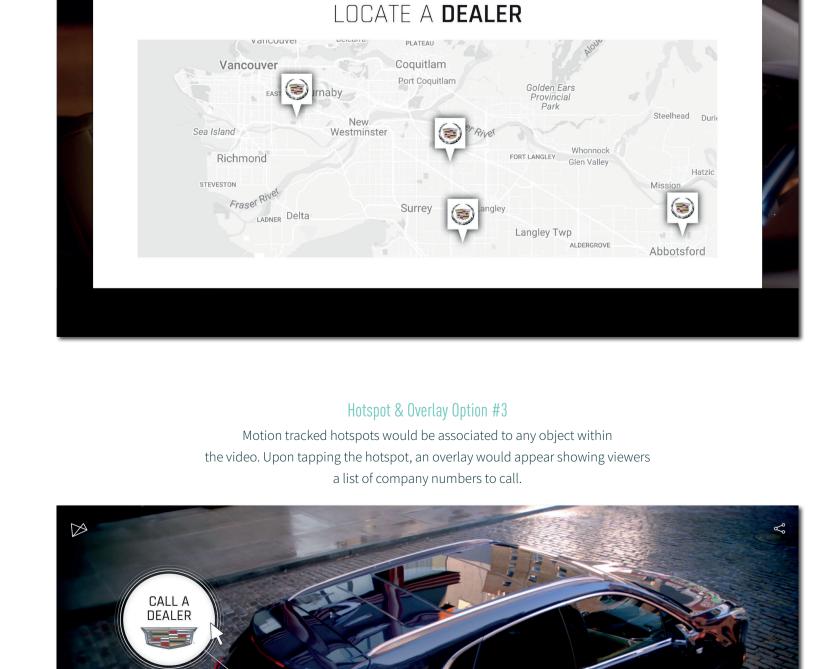
FEATURES INCLUDE:

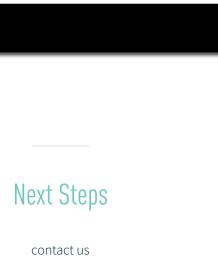


FEATURES INCLUDE:

· Cadillac CUE 10

CALL A DEALER
COMPARE MODELS





Dan Garraway +1 (646) 455 0123 dan@wirewax.com