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## **Hybrid Software Collaborates with Diageo, Phantom, GMG, and Roland DG on a Groundbreaking Generative AI Consumer Experience**



(Ghent, Belgium) Hybrid Software, an international software company specializing in label and packaging printing prepress, workflow, and 3D solutions, announces its participation in 'Project Halo', a unique consumer experience spearheaded by Diageo, the world leader in beverage alcohol across spirits and beer categories.

### **The Experience at Johnnie Walker Princes Street in Edinburgh, Scotland**

During August, visitors to Johnnie Walker Princes Street in Edinburgh will be immersed in an experience where they are invited to co-design their very own unique bottle of Johnnie Walker Blue Label. In collaboration with Scottish artist Scott Naismith, the experience begins with visitors answering a few simple prompts to compose AI generated artwork with various colors, locations, artistic styles, and times of day. The result is a one-of-a-kind piece of artwork printed directly onto the bottle in a matter of minutes and is believed to be the first ever to combine world-class Scotch whisky, art, and AI.

## **The 'Project Halo' Partnership Is a Commitment to Innovation**

Championed by Diageo, 'Project Halo' was engineered by an industry-leading team of experts, including Phantom, Amazon AWS, GMG, Roland DG, and Hybrid Software. Their collective mission of this project is to propel brands to success by pioneering cutting-edge technology with personalized consumer experiences.

At Johnnie Walker Princes Street, visitors are invited to explore the world of direct and variable on-site bottle printing hands-on. The unique and innovative integration with AI technology molds a special connection between the brand and the consumer, aiming to reinforce brand recognition and loyalty.

**Igor Vandromme, Brand Manager at Hybrid Software, shares:** "Our CLOUDFLOW enterprise software plays a crucial role in powering an automation workflow with many moving parts, including spontaneous consumer decision-making, resulting not only in seasonal and variable data printing but now in AI-driven artwork printing. It is a revolutionary step in the future of highly personalized consumer experiences of brands, and we are excited to be a part of it."

Consumers can book the Johnnie Walker x Scott Naismith experience (£240) [here](#).

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### **About HYBRID Software**

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software's CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

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