

Visage Imaging

Covering new ground

CHALLENGE

To promote the Visage Imaging brand and products at RSNA in a fresh, forward-thinking way and to expand the existing exhibit space to generate and accommodate more traffic.

SERVICES



Strategic Planning



Creative Development



Engineering & Fabrication



Logistics & On-site Operations

SOLUTION

A technology sandbox designed for walk-up, self-directed demos of Visage's latest products. We also increased the existing exhibit space by 60%, delivering a 2,500-square-foot high-tech showcase that demanded to be noticed.

The technology sandbox encouraged attendees to grab a mouse or tablet and experience Visage's products for themselves. In addition to the sandbox, the design included seven diagnostic workstations and a seven-foot HD video wall to promote Visage's products.

The increased real estate also allowed for additional seating areas, a larger conference room and an IT closet to support the products.

Our design combined warm colors, appealing materials and a reception desk positioned front and center to attract and welcome attendees.

Lighting also played an important role in capturing attention and increasing the exhibit's visibility. And when the lighting wasn't just right, we were able to adjust and correct it directly from the show floor—delivering an exceptional experience.



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