



CZARNOWSKI®
STORIES THAT MOVE

Cohesity at VMworld

BUILDING AN INTERACTIVE PLAYGROUND

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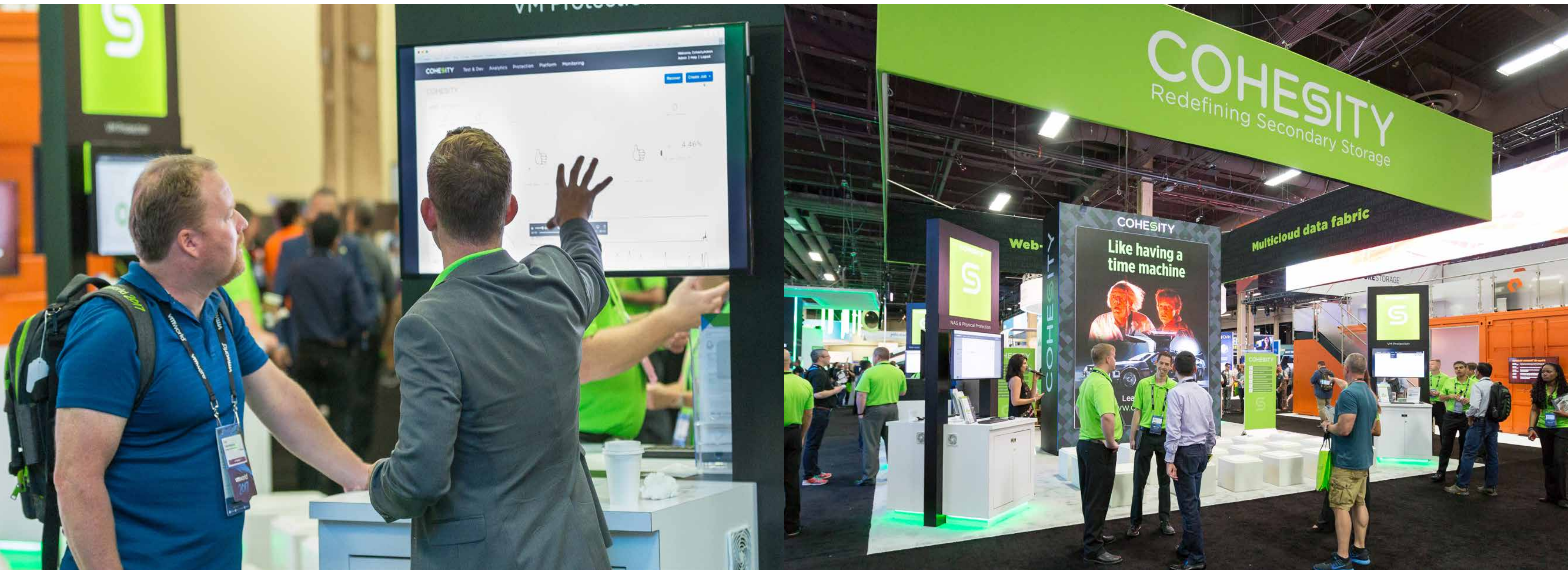


Challenge

To create a highly branded experience for Cohesity that would showcase their technological advancements and command the show floor at VMworld, VMware's premier conference for virtualization and cloud computing.

Solution

An interactive, educational and lime green-infused playground for cloud infrastructure and digital workplace technology professionals.





A Cohesity version of the Press Your Luck game drew attendees into the 30' x 30' space, where guests were able to spin the game's virtual LED wheel and claim the corresponding prize.

Double-sided demo stations were strategically placed at the space's four corners, bringing people into the booth as well as engaging those already waiting in line to play the Press Your Luck game.

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Whether it was the game or demo stations that attracted people to the space, guests were rewarded with additional Cohesity product information and presentations. Presentations were hosted on the other side of the Press Your Luck game's double-sided LED wall and were conducted on a small stage surrounded by cube seating.

The space's design included clear, bold signage with succinct messaging. Cohesity's technology helps simplify secondary data storage, and the overall look reflected that simplification concept.





The center of the space was opened up and interactions were pushed to the edges to eliminate visual clutter.

Messaging and images were kept to a minimum so as not to distract from or dilute the experience.

The entire project was completed within budget. In addition to using custom rental properties, we trimmed expenses with creative solutions like the back-to-back 16-foot-high LED wall, which was ground supported instead of rigged. Graphics were used to enclose the dual monitors, delivering a clean look that saved more than \$10,000.

Beyond physical interactions and design, the booth was a sensory experience—from the familiar Press Your Luck theme song and the wheel’s flashing lights to the demo stations backlit with Cohesity green.

The experience earned rave reviews from Cohesity and attendees alike.

The Press Your Luck game proved to be such a hit with the VMworld crowd that the queue to play stretched down the aisle into one of the event’s longest lines.

