

Case: Sony ISE Stand Entrance

“

FogScreen was working just as we wanted it to work: It grabbed the audience attention, people stopped, paid attention to our stand and walked in. Fogscreen seems to be the Number 1 attention grabbing display medium at the show. ”

— Geoff Titcombe, Senior Manager,
Exhibitions & Events, Sony Europe

Event:

Integrated Systems Europe (ISE) Show

Time:

1.-3.2.2006

Place:

Brussels Expo Halls

Customer:

Sony

Description:

FogScreen was one of the entrances of Sony stand. Content in the screen was Sony promotion material; TV-spots, movie trailers etc. moving picture. Audio system was supporting the content very well. FogScreen was built in to the stand wall and only the screen part could be seen.

