

NEC DISPLAY SOLUTIONS

NEC Display Solutions showcases their extensive product line at several trade shows throughout the year. They wanted an exhibit space that integrated their products and had a clean, modern design.

We created a bold structure that was impactful from the exterior and interior. NEC's innovative solutions were integrated into the booth design and layout to showcase product performance and elevate the aesthetic. Large archways were eye-catching and strategically efficient. The archways created distinction between different markets the solutions were intended for, provided storage, and created support to mount products such as projectors. Products were prominent and easily accessible for audience interaction.

In contrast with the large black and white structural components, bold graphics and digital signage illuminated the space from all angles.

KEY FEATURES

- Scales from 50x60 to 60x80
- Easy access storage
- Semi-private meeting space
- Prominent branding
- Best of Show DSE and Best of Show InfoComm

