

The Fab 50

CASE STUDY

ProExhibits

CONTACT INFO

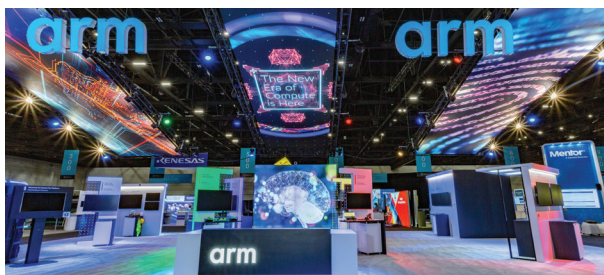
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CAMPAIGN: ARM TECHCON 2019
CLIENT: ARM
EXHIBIT BUILDER: PROEXHIBITS

CHALLENGE

Arm, a global technology company, hosts a large developer conference called TechCon in Silicon Valley each year bringing together more than 3500 attendees from 40 countries. Arm TechCon receives substantial attention from the tech community because their computer chip architecture and designs are transforming the way people live and businesses operate. Case in point, Arm's chip designs have enabled intelligent computing in more than 150 BILLION devices worldwide ranging from IoT (Internet of Things) to supercomputers.

The challenge for TechCon was to create a bold and inspiring entrance experience for attendees entering the expo area of the conference. The experience needed to amplify their brand and "set the stage" for their worldwide partners to congregate and envision the future. Another goal was to provide an inviting space for experiential activities based on their partners' applications of their technology.



CREATIVE VISION

Our creative team first held discovery sessions with the client team to understand the goals for the project. Next our team provided some thematic style inspirations to the client for feedback. Following this stage, several design concepts were presented and discussed. Then through more active meetings, both teams aligned on the final concept that fit the desired brand experience.

INSPIRING EXPERIENCE

The only way to truly understand the visual experience is to see the video on www.proexhibits.com.

The 40 x 70 experience zone was highlighted with three huge angled ceiling elements: the center element was an approximately 15' x 35' video LED tile screen and this was flanked by two equally sized large backlit graphic panels. Upon entering, one could not help but look upward to see an explosive kaleidoscope of colors, suggesting futuristic chip designs and computer generated art. The impact of entering the expo area and stopping to gaze upwards at the beautiful video ceiling brought emotions of awe and wonder that literally brought tears to some of the attendees eyes.

Inside the exhibit several experiential demo areas were set up with Arm's partners to showcase just a few of the applications possible by Arm's products. The latest virtual reality headsets engaged many of tech-centric attendees. Another experience showed how new noise cancelling products could allow an Alexa speaker to hear an attendee's voice from afar despite a variety of planned noises around the speaker.

Behind the welcoming reception desk, a stunning computer graphic resembling a human brain brought in the theme of artificial intelligence as one of the key new technologies of the future.

RESULTS

Compared to the client's previous TechCon exhibits, this experiential exhibit was a quantum leap forward that exceeded both the client and the attendee expectations. By eschewing the traditional expo exhibit design, this project went far beyond to create a brand elevating and memorable experience. The artistic computer graphics and the way they were displayed on the angled ceiling and in key areas of the exhibit evoked an emotional response that served to both inspire and engage the attendees. Partner experiential activations brought attendees in and successfully created a collaborative atmosphere fitting for a worldwide developer conference.

