

exhibitdesign | DESIGN AND RENDERING CAPABILITIES

## DESIGN AND RENDERING CAPABILITIES

*Most people make the mistake of thinking design is what it looks like. People think it's this veneer – that the designers are handed this box and told, "Make it look good!" That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.*

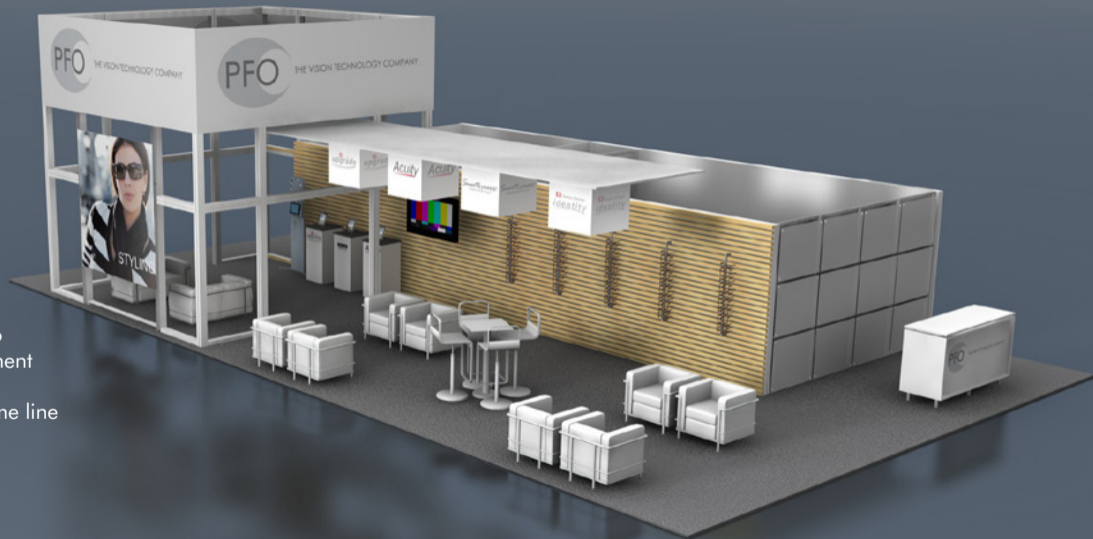
— Steve Jobs

### SERVICES OFFERED:

- Exhibit Design
- Retail Fixture & Environment Design
- Corporate Event Design
- Corporate Marketing Center Design
- Product/Packaging Design
- Product Design & Development
- Sales Tools & Product Demo Design
- Photorealistic Rendering
- Composite Visualization

## EXHIBIT DESIGN Rental Concept

This is one of two concepts done for a large rental exhibit provider, for an optical company. It features an ample storage closet, two private conference rooms, an equipment demonstration lounge, and an open conversation area with the entire frame line displayed on a wood grain wall.



## EXHIBIT DESIGN

### Corporate System Pop Up with Video

Once stock products and rental inventory have been modelled and had materials and lighting applied, client rendering with the specific graphics and accessories are quick, cost effective, and a persuasive sales tool.



## EXHIBIT DESIGN 20' System Exhibit

In addition to being incredibly compact for shipping and drayage cost savings, this exhibit is clad in 2' x 2' graphics panels over the top 1/3 of the counter and the top .75% of the back wall, making it easy to not only change the message, but the complete look of the exhibit. The Burkhardt Leitner CLIC System is also very reconfigurable allowing uses in various size booth spaces, as well as lobby or event applications.



## EXHIBIT DESIGN 40' x 40' Exhibit

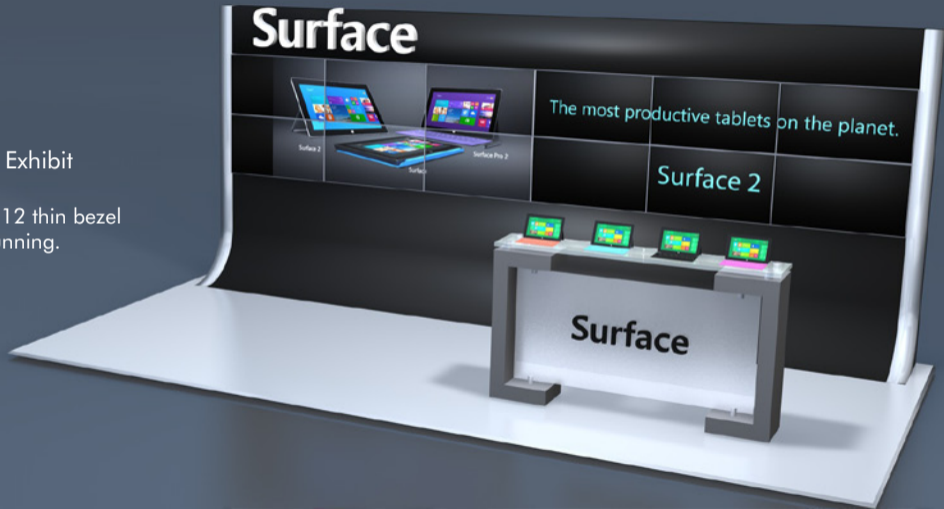
This Fire Equipment Manufacturer's Exhibit is constructed of Burkhardt Leitner CLIC walls clad in transparent red gels, a PILA Petite mesh ceiling, Aviator Hanging Signs, and some custom elements.



## EXHIBIT DESIGN

### Microsoft Surface Introduction 10 x 20' Exhibit

This custom exhibit has a video display with 12 thin bezel screens with a constant interactive display running.



## RETAIL FIXTURE & ENVIRONMENT DESIGN Geek Squad Shop In Shop

This library of components was conceived, designed and prototyped in less than 6 weeks so fast turnaround production would allow them to be deployed in office supply superstores as a test in several states before back to school season. Some were staffed, but most contained a video conference capability so shoppers could chat with a live Geek to discuss problems they were having, determine what services they could use (installation, repair, etc.) and schedule appointments.





## RETAIL FIXTURE & ENVIRONMENT DESIGN CUBIC Fixtures Concept

This is one of several speculative application design we did for a North American retail fixture and hardware distributor.



## CORPORATE EVENT DESIGN DUO Panoramic Concepts

Duo invited us in to help with the product development from day one. One of our tasks was to come up a variety of both exhibit kits as well as retail and non traditional setting fixture options. In this case, concepts to explore the system's application in an event setting.



DEMO WALL



PRODUCT TOTEM



CONFERENCE ENTRY ARCH



MOVIE PREMIERE TRADE DRESS



RECEPTION WALL

## CORPORATE EVENT DESIGN

### Banner Stand Visualization

Once stock products and rental inventory has been modelled and has materials and lighting applied, Client rendering with the specific graphics and accessories are quick, cost effective, and a persuasive sales tool.



## CORPORATE MARKETING CENTER Cardinal Glass UV Coating Demo

This custom unit demonstrated the UV blocking capabilities of 5 different glass types by using artificially generated sunlight level UV radiation inside, and measuring it with radiometers. Each high performance coatings also had a literature display pocket for specifications. This unit was constructed in MN and shipped to Dubai for use in a glass plant there.



## PRODUCT/PACKAGING DESIGN

### Hercke Storage System

We were invited into this project from the founding of the company and challenged with coming up with a system that needed to ship flat packed (due to pacific rim production), and yet needed to be quick and simple enough to be assembled by either dealers, installers, retailers, or in the case of internet sales, end users. All of those channels were possibilities. We solved this problem by designing the "Hercke Hinge", treating each corner of the carcass as a hinge, with the hinge pin being a structural element for mounting the back, the door hinges or drawer slides. We designed the product, the store fixtures (including a program for Lowes) and collaborated on packaging.



DRAWER DETAIL



COUNTER TOP DETAIL



ADJUSTABLE LEVELER



ONLINE CONFIGURATOR





LUTHIER STUDIO CONFIGURATION



OUTDOOR KITCHEN CONFIGURATION



LOWES POINT OF SALE CONCEPT

## PRODUCT DESIGN & DEVELOPMENT DUO Mercure Display System

DUO invited us to help develop the Mercure product line from the start, participating in industrial design, packaging, a recycling program, as well as market and application concepting.

In this case some 10 x 10' exhibit kits.





## PRODUCT DESIGN & DEVELOPMENT DUO Mercure Display System

DUO invited us to help develop the Mercure product line from the start, participating in; industrial design, packaging, a recycling program, as well as market and application concepting.

In this case a program allowing construction of a 10 x 10', 10 x 20', or 20 x 20' peninsula from the same kit of parts.



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In this case some 10 x 10' and 10 x 20' exhibit kits, as well as some freestanding retail units.



WALL PANEL



TOTEM



10'



www.absolut.com



**ABSOLUT**  
*Country of Sweden*  
**VODKA**



20' INLINE



10 X 20' BACKWALL

www.absolut.com

ONLINE

PRODUCT DESIGN & DEVELOPMENT  
DUO Panoramic

Duo invited us in to help with the product development from day one. One of our tasks was to come up a variety of both exhibit kits as well as retail and non traditional setting fixture options.



SALES TOOLS & PRODUCT DEMOS  
Laser Guided Munition Stand

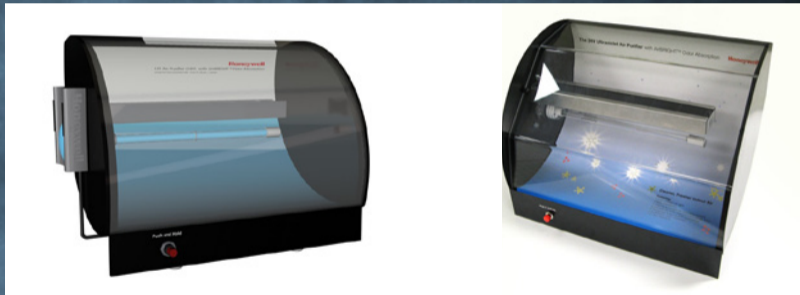
This stand is for the display of a Laser Guided Munition Demonstration Unit in a corporate marketing center. All the fixturing was designed for a consistent look.



## SALES TOOLS & PRODUCT DEMOS

### UV Air Cleaner

An HVAC and building controls leader was refreshing their showrooms nationally and needed all new fixtures and demos, including this UV Air Cleaner unit. The device kills germs in the duct using a UV lamp, and the acrylic needed to be sourced to block harmful rays. This is a high res visualization of the unit we designed, next to the actual production prototype.



## SALES TOOLS & PRODUCT DEMOS

### Thermostat Sales Kit

An HVAC and building controls leader was introducing two new smart home control systems. We developed display cases for each systems control unit with accompanying feature and benefit graphics. The two cases were stored in a sleeve, proposed in both fiber and leather versions.



## PHOTOREALISTIC RENDERING Conference Room Sales Scene

This is one of the scenes we produced for an exhibit manufacturer to demonstrate applications for selling, promoting and educating in non-tradeshow settings. In this case, an insurance company explaining and plans to react to changes in the ACA.





## PHOTOREALISTIC RENDERING Office Equipment Scene

High quality renderings can be used for close up scenes, product visualizations, and construction details.



## COMPOSITE VISUALIZATION Car Showroom

Using camera calibration, we can take an image of a location and solve for the geometry and focal length of the camera and viewpoint, allowing us to insert 3D objects in the perfect perspective and allowing us to place and scale it accurately to let the client see what the end result will be.



ORIGINAL IMAGE



OBJECTS



COMPOSITED SCENE

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