



# SKYWORTH

Lead the future

IBC 2022 - Rev D





Our design to your brief



## 'brief' overview of the stand requirements

- Single level, curved design that is enclosed on all sides
- Several seating/lounge areas
- 2-3 Meeting rooms
- Coffee zone
- Storage area(s)
- 1 Product Showcase (16-20 Broadband products and 12-16 IoT products)
- 3 Dynamic Demos with 6-10 TVs
- Mindful that visitors might approach the stand from different directions



# Mood and Inspiration

Using parametric curved shapes to create a true sense of a luxury lounge.

Plywoods combine with the white and blue branding of Skyworth, ensuring the space becomes a tranquil place to conduct business in the post COVID era.

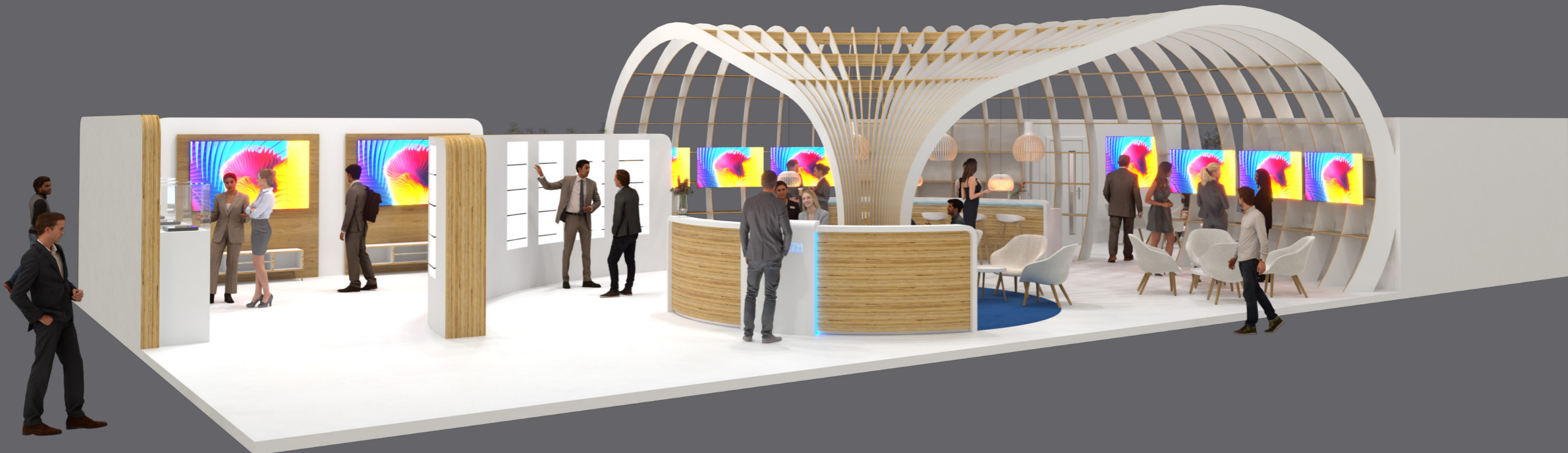




CREATING AN EYE CATCHING,  
CURVED PAVILLION WITH A LUXURY  
LOUNGE FEEL THAT SKYWORTH CAN  
CALL HOME THROUGHOUT THE SHOW

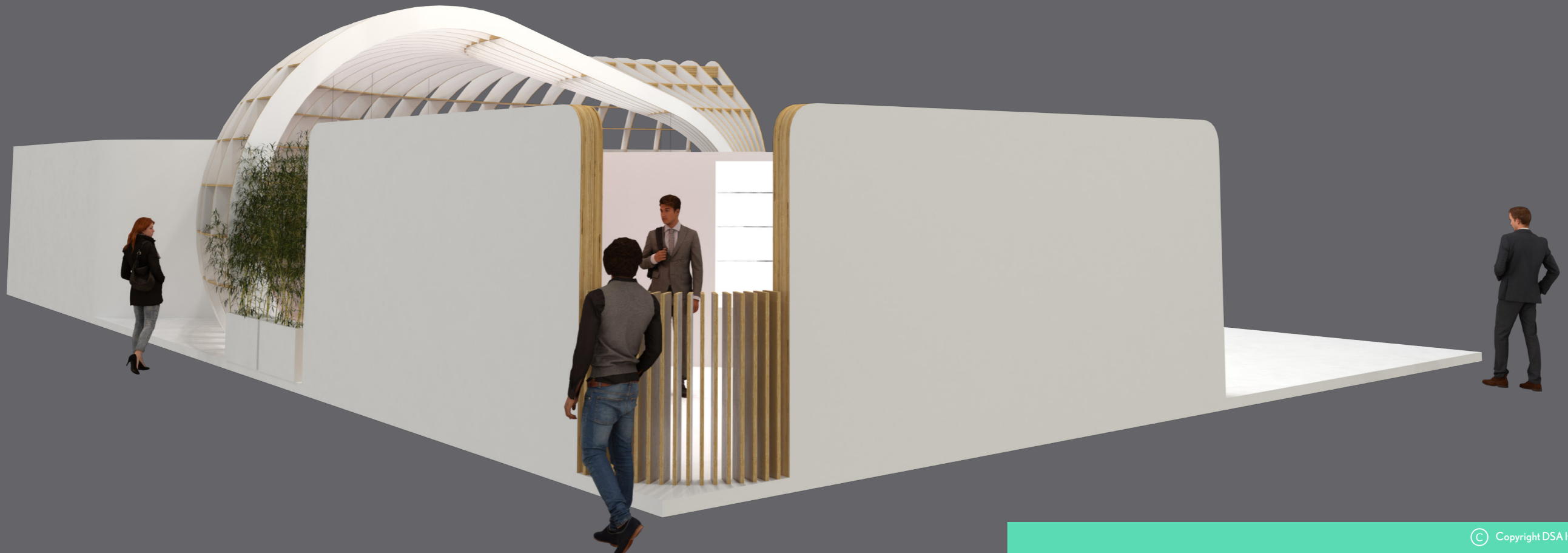
# SKYWORTH

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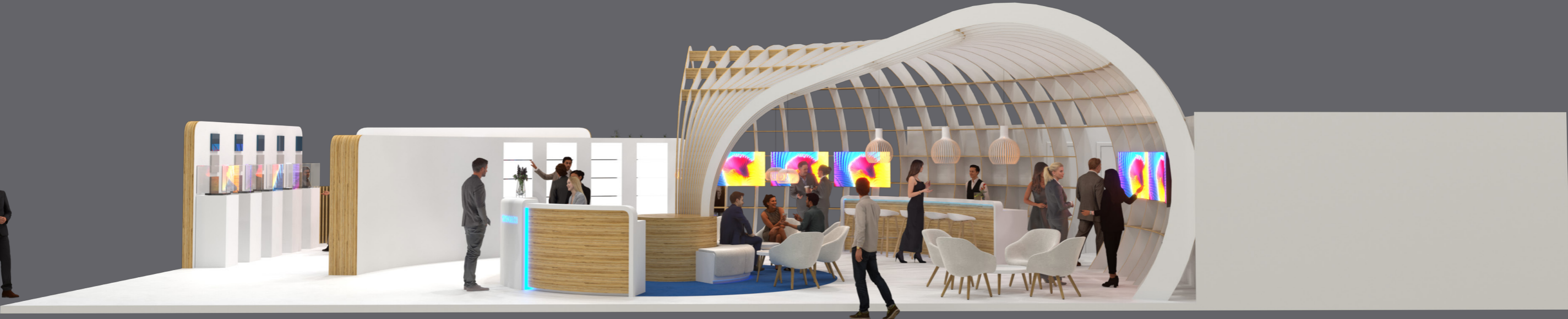
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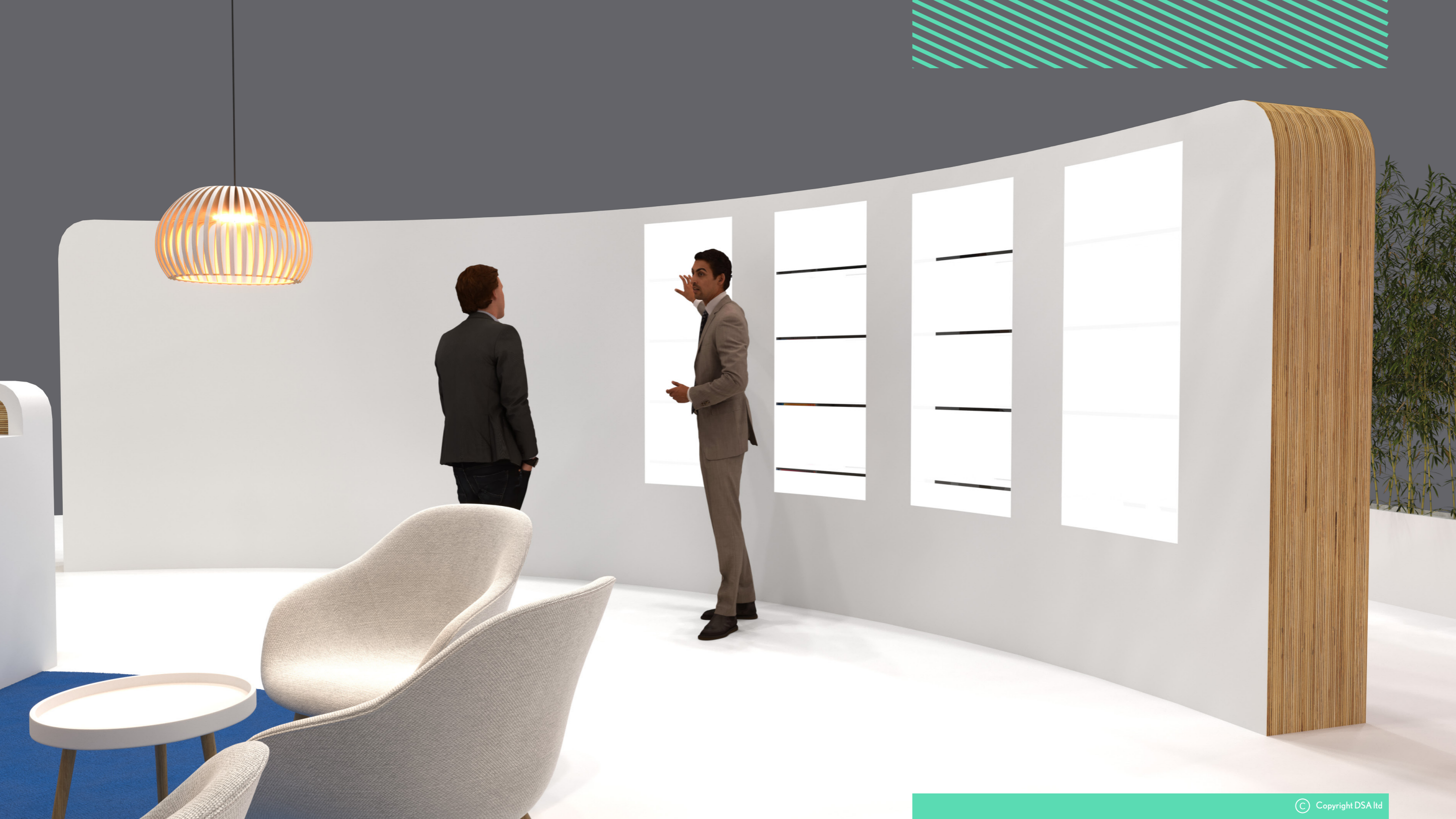


















SKYWORTH





SKYWORKS



1

**Parametric Pavillion**

The heart of the stand is an eye catching 'pavillion' that curves in every direction as a homage to the new W82 screen

2

**Welcoming Reception**

The large curved bar is positioned to ensure control into the pavillion without it feeling uninviting

3

**Refreshing Service**

Positioned at the back of the pavillion is a sweeping bar counter providing cold and hot refreshments

4

**Immersive Demos**

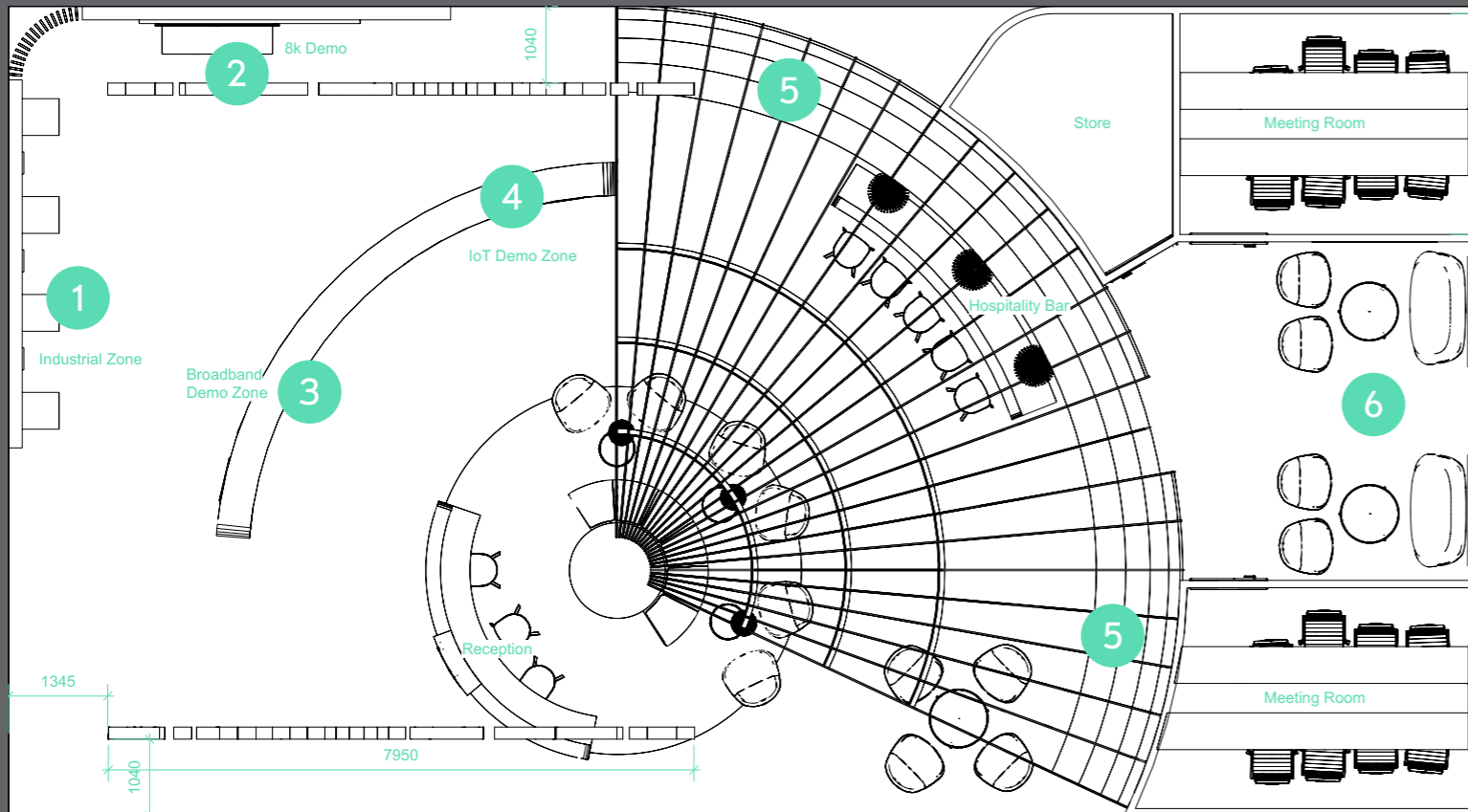
Demo areas can be seen throughout the stand, be it the more typical demo walls or the more subtle 'at home' seating spaces

5

**Meaningful Meetings**

Two meeting rooms seating up to 8 each provide the perfect place to hold more meaningful conversations.





- 1 Industrial Demo Zone**  
Demo wall with room for 5 sets of products each with their own set of customisable finishes
- 2 8k Demo**  
The 8k demo wall features room for further set top demos as well as the main focal demo of the 85" screen, allowing for proper viewing distances while demoing the product
- 3 Broadband Demo Zone**  
Positioned on the outside of the curved wall, the display area allows for 16 product demos
- 4 IoT Demo Zone**  
Positioned on the inside of the curved wall, the display area allows for 16 product demos
- 5 Screen Demo Zone**  
6 screens are positioned on the pavillion (3 either side of the bar area) with shelving below for set top boxes
- 6 Adaptable Demo Area**  
This seating area, with an 85" screen on the outside of the northern meeting room, is a semi private zone that could be used for the VR demo if needed.



Extend the experience and immerse your visitors using innovative solutions with augmented reality, object recognition and directed sound. We have carefully tailored the following enhancements to enable the space to be more effective for Skyworth, not just for the wow factor, but to tell a better story.



# BRINGING GRAPHICS TO LIFE

A simple yet innovative way to get more from your graphic areas, augmented reality overlays allow your graphics to come to life or provide more detailed information, allowing the graphics to be clean and more impactful on the wall while still delivering the information required.



In order to further demonstrate your diverse portfolio, we would propose a combined Object Recognition and Augmented Reality solution.

Pre-programmed custom objects representing each product solution can be selected and placed upon a surface table positioned in front of a row of screens within the exhibition space. This triggers a number of 'hotspots' around the object which can be selected to run on-screen video or product information.

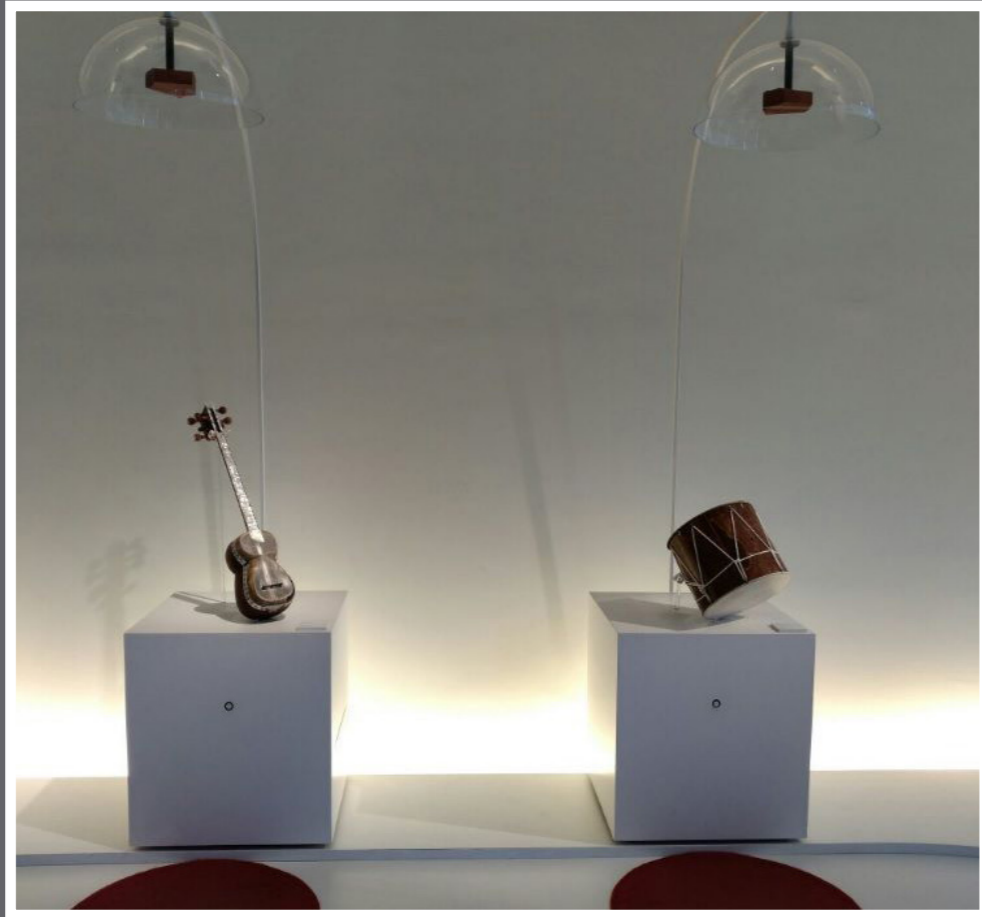
In addition when this object is viewed through an iPad, the object will appear as an augmented 3D object.

# RECOGNISING INNOVATION



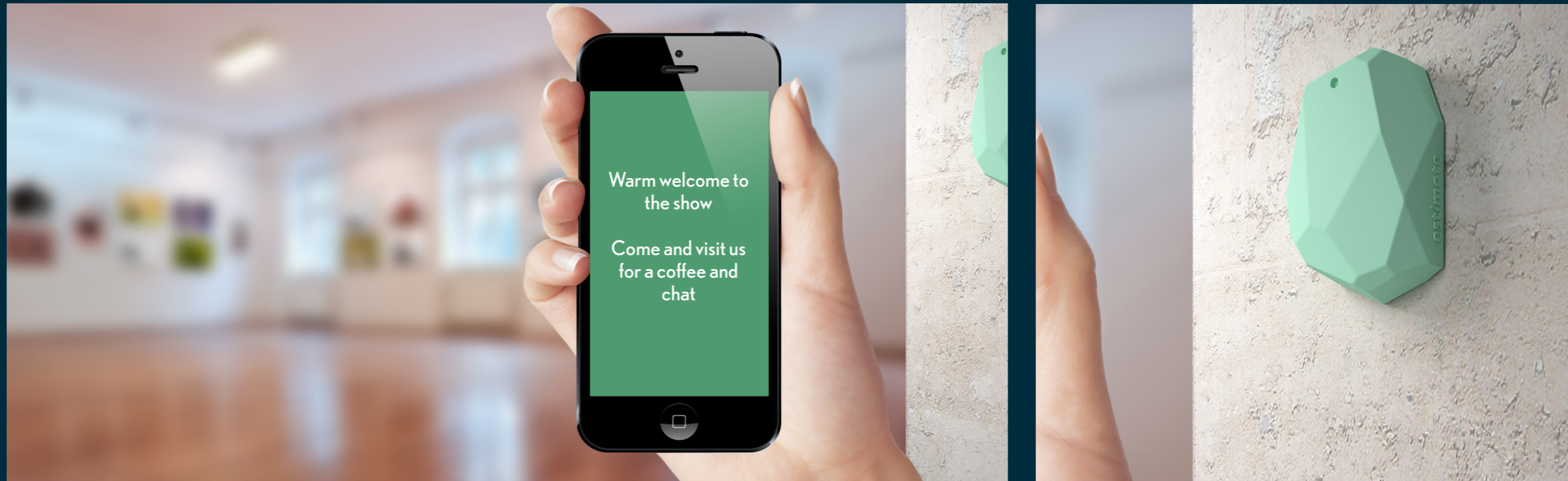


# SOUND ENVIRONMENT



Sound domes provide directional audio, allowing visitors to listen to focused audio while interacting with the product and demos.

These sound domes help to create a true immersive environment specific to each demo station without audio spillover between the zones.



Once your visitor is in range of a beacon they will receive a notification to their registered device, be it a friendly welcome at the entrance to the exhibition hall right down to when they are standing next to a product where they are able to download or email product information directly from their own device.

Beacons create increased engagement with visitors by bringing them closer to your stand, to your products and services. Beacons have also proven successful in reducing brochures and sales information at exhibition shows, which in turn reduces printing and shipping costs.

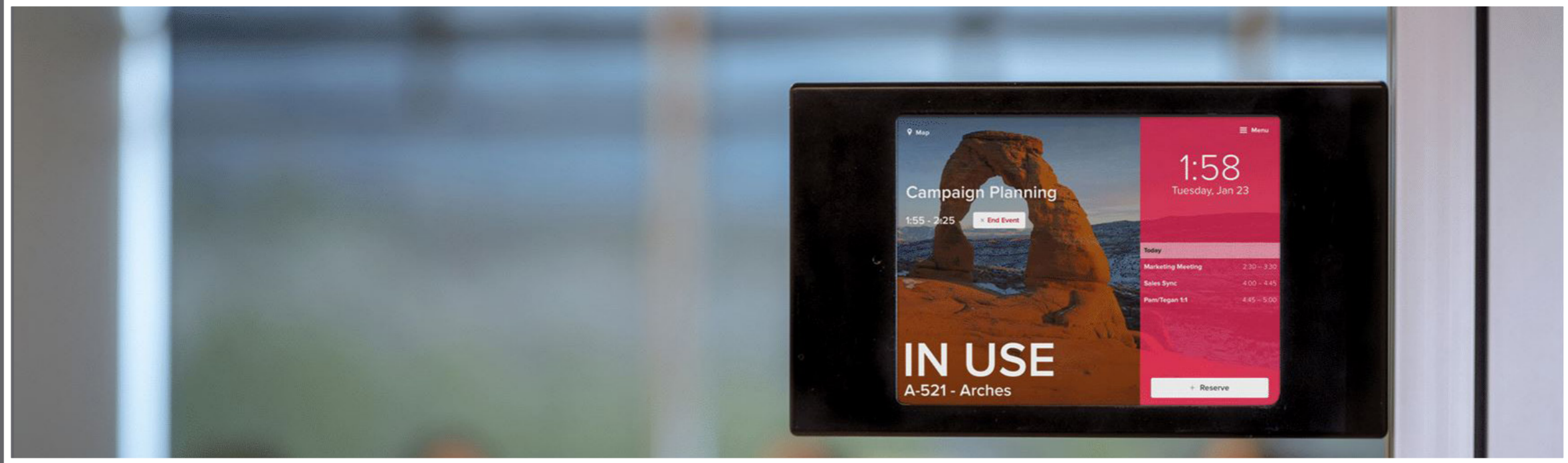
# A BEACON TO GUIDE VISITORS DIRECT TO YOU



# MAKING TECHNOLOGY



To provide a more engaging, more efficient, customer experience, we are proposing that a virtual host app is utilised, allowing drinks to be ordered direct from various points within the environment, be it from the meeting rooms, from one of the waiting staff, or at reception. The drinks are then delivered, by the waiting staff, to the visitors location.



## Maximise your return within your meeting spaces

Better organisation reduces the downtime of meeting rooms and meeting spaces. This has a huge impact on your return of investment from your space as the meeting rooms usually take up a sizable footprint on the stand.

Having it under utilised is such a waste of space and money, that's why we propose the use of a bespoke meeting planner that integrates with the other suggested iPad additions in our proposal.

# MAXIMISE MEETINGS

## Visible room screens highlight meeting space availability

Room displays visualise the whole schedule. By showing availability they answer the most common question "Is this room free when I need it?" and "how long until there is a free slot?"



# BUSINESS SCENTS

Engage and connect with your customer by targeting their sense of smell and creating pleasant surroundings. Create a competitive edge and a better experience for your customers with EcoScent Marketing.

Your very own bespoke fragrance is a clever way to make a brand recognisable or give instant recognition to what your brand specialises in both giving that lasting impression.



# UNLOCK THE VALUE IN YOUR CUSTOMERS



From your first customer data touchpoint to ongoing nurturing campaigns, our Data Capture products and services help you gain the most value from your data across your organisation.

Positively impacting multiple departments like sales, marketing, customer services and of course CRM to produce results noticed by everyone..

## **Scan business cards**

Scan business cards in multiple languages, using OCR technology. Save on admin and make follow up quicker with fast and easy lead entry.

## **Custom questions**

Don't be limited by standardised form layouts. Ask the questions you want of your customers and leads.

## **Branded forms**

Keep a coherent experience for your audience. Make every customer touchpoint count with a great experience on a branded form.





Delivering beyond

# Results through planning

For every event we hold a kick-off meeting with you. The project team, time-line and key dates will be discussed and agreed. Your account lead, supported by the project manager will ensure the successful delivery of your environment to the agreed design, budget, timeline, rules and regulations.

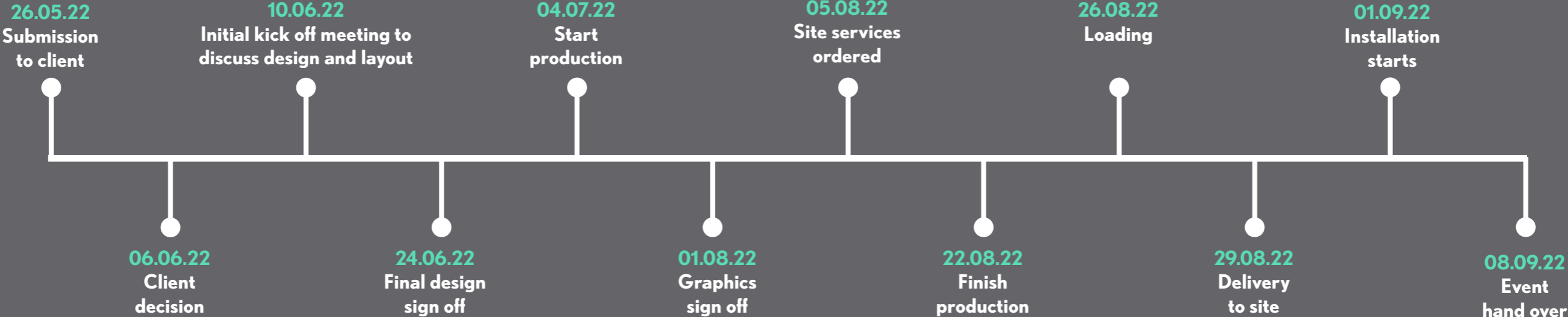
Prior to the event, your project manager will liaise with show organisers, venue officials and suppliers, to finalise all necessary requirements. The project manager will also manage aspects of the exhibitor manual and place orders for show services. We will provide regular contact reports and any changes will be agreed with you before they are actioned.

All our projects are managed using an in-house server based system to ensure that in the event of an emergency the exact status of a project is known and can be actioned by others within the company.

At the show, the project manager will be on-site together with a standby team to ensure on time delivery and your approval prior to the agreed handover time. After the event, we will hold a review meeting to identify potential improvements and ideas for future shows.



# IBC 2022 Timeline



# Sustainability is based on a simple

Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment.



**reduce**

our impact on resources and the environment where possible

**reuse**

minimise the production of unsustainable energy and materials

**recycle**

negate our impact on waste on the environment and the planet as a whole

# HOW CAN WE HELP YOU CARRY OUT A SUCCESSFUL, SUSTAINABLE EVENT?

DSA already strive to reduce our carbon footprint but the following pages demonstrate a few of the simple ways we are able to assist you in making your event more sustainable.

Please feel free to contact us should any of these solutions and materials be of interest and we can work to integrate these into your proposal.





# RE-GRANULATED

## RECYCLED PLASTIC MOULDING

Plastic is a durable and flexible material that is economical to recycle for use in injection moulding and other industrial processes. As well as reducing reliance on landfill, recycling plastic also reduces the amount of raw materials needed, reducing ground pollution and greenhouse gas emissions stemming from the production of new plastic.

By designing the large sweeping structure in this material it remains modular and light weight as well as keeping true to the socially correct and sustainable environment requested in the brief.



THE SUPER SOFT CARPET

# SAVING SEA LIFE

The carpet designed into the proposal is soft, luxurious and durable. It is made with ECONYL® regenerated nylon, a yarn made from recycled waste material such as old carpets and abandoned fishing nets collected from the bottom of the sea. The use of this carpet in the lounge thus helps to save sea creatures like sea turtles, dolphins and seals that will no longer get stuck in this life-threatening waste.

Moreover, the carpet has an ECO FusionBac textile back, made from 100% recycled PET plastic bottles.

For more information please feel free to visit [www.sedna-carpet.co.uk](http://www.sedna-carpet.co.uk)





## A BREATH OF **FRESH AIR**

People and plants are natural partners. We breathe in oxygen and exhale carbon dioxide, and plants absorb carbon dioxide and release oxygen. Moss walls help to keep this natural partnership in action even when you're in an indoor setting.

Moss is also particularly good at combating air pollution. The pollutants in the air cling to the surface of the moss, and while the pollutants are stuck there, bacteria convert them into the plant's biomass.

As you can see, having a moss wall nearby can do a world of good for your lungs.

Moreover, moss acts as a natural sound absorber, ideal for any busy space, particularly in open-plan areas such as Car Showrooms and Exhibition spaces.



REDUCING LANDFILL PLASTICS

# THE TACTILE WAY

Minimal art collection is the line of felts that emphasizes the commitment of Féline to combine interior fabrics with environmental protection. The raw material of this line derives from the recycling of plastic (PET) bottles. Furthermore, All Féline felts are produced with respect to nature. There is no additional use of water or drying machines in the felting process to help keep the process as green and ecological as possible

When combined with the water-based, biodegradable glue this further enhances the green credentials of the product.

As an extra bonus, this material has amazing sound absorption and has a beautifully tactile look and feel.

For more information please feel free to visit  
[www.felinefabrics.com](http://www.felinefabrics.com)



# Re-installation and storage

We know the environment we create is an investment. To help our clients maximise their return on investment we offer flexible re-installation and storage plans.

**Re-installation:** let us know which events you plan to attend and your requirements. We will provide you with a cost to either reinstall the same environment at the same event or customise the design, reusing existing elements, for whatever your needs are. All items are dismantled, stored and refurbished carefully to ensure your environment looks as good as the first time we installed it.

**Storage:** you may not know your exact, upcoming event requirements. That is why we offer clients a monthly storage option. It gives you time to confirm your requirements, whilst we keep the items from your environment safe in our storage facility. If you decide you do not require them, we will dispose of them in a responsible and environmentally friendly manner.