

# ASTOUND

/ Case Studies





# PORSCHE

ASTOUND Group worked closely with Porsche and its strategic partners to introduce the 2012, 911 to North America's media. The key objective was to provide an unforgettable experience consistent with Porsche's extremely strong traditions. To accomplish this, ASTOUND Group fabricated an immersive branded environment for the 4 week media showcase in November 2011 by temporarily converting a 40,000 square ft. private airplane hangar into a fully branded Porsche experience.



# SPHERO

ASTOUND Group collaborated with Orbotix to design and fabricate a highly engaging trade show booth for Sphero products. The overall purpose of the booth was to promote the release of their new model—Sphero 2B—through demonstrations, tutorials, and a museum of Sphero history and prototypes. The booth was extremely popular throughout the show, and helped Sphero earn Best of Show (CES 2014) from iLounge and iPhone Life.

/ Case Study.

/ CES / Las Vegas, USA / 2014





# NVIDIA

ASTOUND Group is proud to be a partner and trusted provider for NVIDIA, the world leader in visual computing technologies. NVIDIA and ASTOUND Group paired up to create distinctive booths for CES 2012 and 2013 in Las Vegas, Nevada as well as E3 2013 in LA, developing a custom look that uniquely incorporated the brand image. The unique 50 ft. x 100 ft. booth design for E3 2013 created an engaging visitor experience and allowed the successful launch of NVIDIA's Project Shield. Our edge and modern booth designs consistently turn heads and allow NVIDIA to stand out at some of the world's largest technology shows around the globe.

/ Case Study.

/ Multiple Shows / USA / 2012 - 2013





# OTTERBOX

ASTOUND collaborated with OtterBox for their presence at CES 2014. The large L-shaped booth with double-deck structure was able to accommodate OtterBox's broad range of products while commanding the attention of visitors with a bright and bold design. The executive top deck provided a branded point of interest from a distance, as well as a functional space for private meeting rooms. The open-concept design promoted walk-through from all directions, with product kiosks and seating areas to further encourage visitor engagement.

/ Case Study.

/ CES / Las Vegas, USA / 2014





# SYNIVERSE

ASTOUND Group designed and fabricated a 38 ft x 65 ft double deck booth for Syniverse Technologies at Mobile World Congress 2014 in Barcelona, Spain. The booth was completely enclosed in a glass shell with aluminum extrusions, two custom brick walls on the interior and exterior and a 3 ft x 2 ft recessed video wall. The booth allowed customers to enter an entirely immersive environment where the Syniverse brand was brought to life.

**/ Case Study.**

/ Mobile World Congress / Barcelona, Spain / 2014

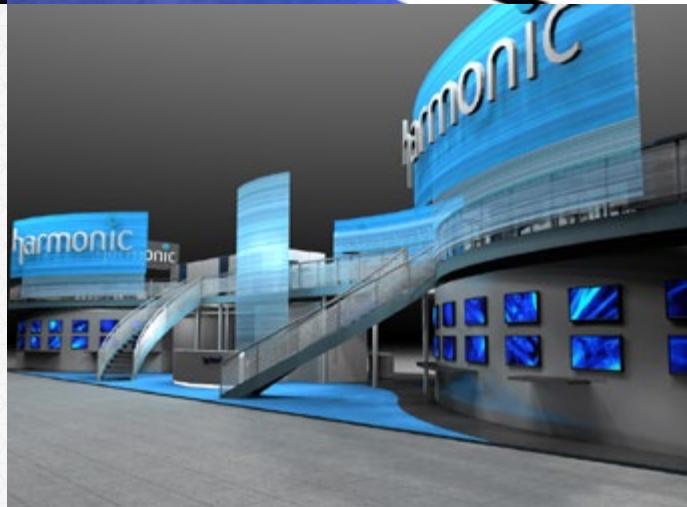


# HARMONIC

From concept to completion, ASTOUND Group designed, built, and managed Harmonic's global tradeshow program. A handful of examples include: Amsterdam - 40 ft. x 33 ft. double deck structure / Las Vegas - 60 ft. x 90 ft. single deck structure / Atlanta - 40 ft. x 40 ft. single deck structure. Our team has worked closely with Harmonic on all aspects of their exhibit program including: design, detailing, show services, lighting, rigging and electrical, graphic production, as well as creating custom video productions for display.

**/ Case Study.**

/ Global Tradeshow Program / Ongoing





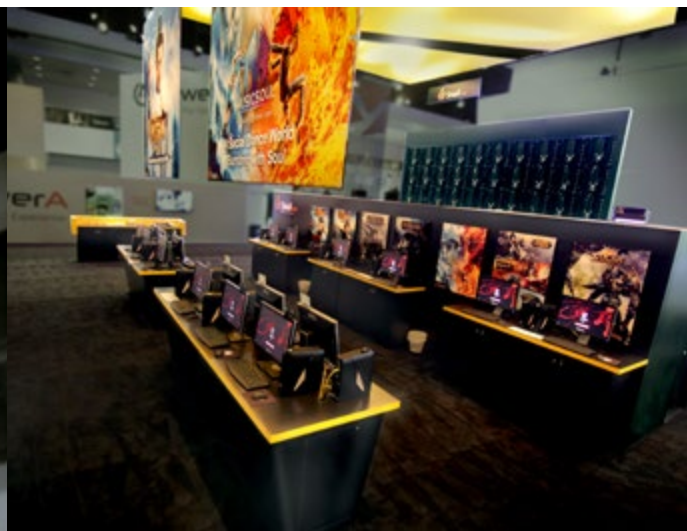
# GENERAL DYNAMICS

Exhibiting at GEOINT 2012 in Orlando (the United States Geospatial Intelligence Foundation) General Dynamics set out to educate visitors on how they provide analysts, warfighters and decision makers with timely access and the ability to discover, retrieve and exploit intelligence through a globally accessible framework. ASTOUND Group designed, fabricated and installed all components for the 30 ft. x 40 ft. booth including a reception desk, five demo stations, a casual seating area and a small meeting room. Their clean graphics and simple booth design provided easy navigation to the booth and to the demo stations so as to promote interaction with the General Dynamics brand.

**/ Case Study.**

/ GEOINT / Orlando, USA / 2012





# SNAIL GAMES

ASTOUND Group is proud to work with Snail Games; the first 3D online game development company in China, recognized as one of the world's top game developers and employing a development team of over 3,000. The booth for Comic Con was equipped with multiple demo stations to allow visitors the opportunity to demo the latest game launches and a massive 3 ft. x 3 ft. LED video wall hanging above the booth with video game trailers that allowed the brand to stand out on the hectic tradeshow floor. For E3 2013 it was all about the launch of BlackGold. Our sleek and angular design certainly made use of black and gold to promote the brand and draw in the crowds who were eager for a demo.

/ Case Study.

/ Multiple Shows / USA / 2012 - 2013





# MARVELL

ASTOUND Group designed and fabricated impressive booths for Marvell Semi-conductor Inc., a leading global fabless semiconductor company, at CES 2013 and MWC 2013. The bold yet simple booth design at CES ensured the Marvell brand was highly visible on the show floor and made an impact upon attendees. In Barcelona, the brand theme was continued into a smaller booth space whereby allowing Marvell to engage tradeshow audiences with a consistent image and replicated branding.

**/ Case Study.**

/ Multiple Shows / USA / 2012 - 2013



# TECHNOCEL

ASTOUND Group partnered with Technocel to design and fabricate several booths for CES 2014. We worked with TYLT to transform their 20 ft. x 20 ft. booth space into a tilted wonderland that communicated the strong aesthetic and functionality of both their brand and products. We also collaborated with Jellyfish to design & fabricate a cheerful and fun 20 ft x 20 ft brand experience - colourful and curvy structures made up the booth communicating its jovial design aesthetic.



# MOEN

As a new client, we really wanted to create a fun and eye catching booth for MOEN at the 2013 National Home Show in Toronto to show off their new MotionSense™ product line. MOEN is an industry leader providing a variety of bathroom and kitchen faucets and bathroom showering solutions. Our booth design for MOEN was inspired by the flow of water and utilized blue accents with back lighting to create a magical atmosphere and clean appearance. MOEN was appropriately awarded as Best Large Booth at the show.

**/ Case Study.**

/ National Home Show / Toronto, Canada / 2013





# BMW GUGGENHEIM LAB

The BMW Guggenheim Lab is a mobile laboratory traveling to major cities worldwide. Led by international, interdisciplinary teams of emerging talents in the areas of urbanism, architecture, art, design, science, technology, education, and sustainability, the BMW Guggenheim Lab addresses issues of contemporary urban life through programs and public discourse. Its goal is the exploration of new ideas, experimentation, and ultimately the creation of forward-thinking solutions for urban life. ASTOUND Group partnered with Nussli to fabricate structural components of this event including all millworks, bleachers as well as graphics and installation.

**/ Case Study.**

/ BMW Guggenheim Lab / New York, USA / 2012

