

Case: Retail's Big Show

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We used the Fogscreen technology to create the illusion of an entrance in 2 locations within X06, and the response was enormous. Watching people react to the visual graphics floating on a screen of “water” while walking through it and not getting wet was amazing and certainly one of the highlights of X06.”

— Susan Newman, Vice President,
Conferences

Event:

Retail's Big Show

Time:

16.-17.1..2006

Place:

Javit's Convention Center, New York

Customer:

National Retail Federation (NRF) and
FogScreen in co-operation

Description:

FogScreens were located in a special booth called “X06”, large area presenting future shopping experience (see booth layout). The booth was ordered by NRF and designed by Hybridia Design. The other screen worked as an entrance and exit to the booth with images on both sides of the screen. The other screen worked as an entrance and exit to the wine cave.

