

Event: E3 Show / Nokia N-gage Arena

Time: 10.-12.5.2006

Place: Los Angeles Convention Center

Customer: Art Guild

E3 is the biggest gaming show in the world. To create an unforgettable experience for the Nokia customers, Art Guild incorporated six FogScreen projection screens into the design of the Nokia N-gage booth. The content on the screens was an animation of a figure walking, moving and using a mobile phone.

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When designing Nokia's N-Gage booth for the 2006 Electronic Entertainment Expo (E3) in Los Angeles we needed a unique display technology to attract video game professionals into the booth. Fogscreens fit the requirements perfectly, they are unique, had not been used before at E3, and fit well with the design aesthetic of the booth. Fogscreen's staff went to extreme lengths to make sure that we were comfortable with how to best use the product and gain maximum advantage from it. The installation of 3 Fogscreens at each end of the booth generated significant traffic and helped create a dynamic and innovative impression of the client"

Lath Carlson
Manager of Interactive Technology, Art Guild Inc.



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