

## Event: **Siemens stand at SIMO 2006**

Time: November 2006

Place: SIMO 2006 Trade Show in Madrid, Spain

Customer: Fujitsu Siemens & ONEASY COM, SL

The FogScreen projection screen was integrated because it fitted with the concept of mobility that we wanted to transmit, part of being an attraction focus for the consumer, yet today still fresh and dynamic. Many people took photos and videos of the screen with our trade mark logo above. The effect of this was that many of the video clips appeared on YouTube the same day, suggesting that Fujitsu Siemens stand was one of the best at SIMO 2006. This was mainly due to FogScreen projection screen.

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*The fogscreen got integrated because it fitted with the concept of mobility that we wanted to transmit, apart of being an attraction focus for the final consumer, yet today is still fresh and dynamic. Added to the fact that many people made photos with the screen and our trademark logo, the repercussion was also fast, the first day appeared in youtube many clips speaking mostly of Fujitsu-siemens' stand as one of the bests of Simo 06, but it was mainly the fogscreen the reason to post the clips”.*

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