



CASE STUDY AV INTEGRATION

THE CHALLENGE

Magento was in pursuit of an exhibit space that incorporated impactful audiovisual components that would showcase their robust digital content. They needed a sleek design that aligned with their vibrant brand identity, and maximized visibility throughout the event floor.

KEY DETAILS

- Custom LED wall
- Dynamic AV and media throughout
- Channel-lit logo hanging sign
- Bold double-deck structure
- Vibrant, eye-catching branding



THE SOLUTION

At the center of the boldly-branded space, we designed a custom-fabricated LED tile wall, anchored on a double-deck structure. Wire access, source storage, and other components were built into the structure, eliminating rigging costs and complimenting the polished look of the overall design. The wall drew attention in from all angles, and served a functional purpose for the AV, and the double-deck.

To maximize the clean, modern, tech-forward aesthetic of both the exhibit design and the Magento brand as a whole, bright white and aluminum were used throughout the space, from the flooring through the rails leading up the double-deck stairs. The contrast of crisp white and saturated orange was both eye-catching and inviting.

An open layout increased the visibility of the many LED tiles and other AV integrations throughout the space. Reception desks and workstations were outfitted with illuminated fabric graphics, inviting users in to interact with the products and engage with the sales team.

An illuminated channel logo on a tension fabric sign hung overhead, and served as a high-profile marker of the space. Bold use of taglines and concise content reinforced the Magento brand, and called attention to the unique product features and benefits.

LED lighting accentuated the materials and color palette, drawing attention from floor traffic, and reinforcing the primary brand color. Combined with a striking and smart use of AV, this environment captured attention from all angles of the show floor.