

HORIBA

Explore the future



Biomedical Science Congress, ICC Birmingham, 2013
Hire, Customer Modular, 6m x 4m

Generating lead capture and boosting engagement through creative design and innovative technology.



The challenge

HORIBA UK Ltd Medical division's objective was to have a product free stand with a strong focus on software applications which would showcase their products and services to both the public and private health care diagnostic industry.

The brief required a creative solution to enable delegates to digitally interact with the division's product portfolio and reinforce a 'joy and fun' theme.

Creative solutions were required around the stand's lighting and height, as the stand space allocated was directly beneath a balcony.

"Don't be tame" was the key brief from the client.

Our response

From an initial meeting with the client we produced a detailed brief, identifying for our stand designers the client's preference for an open space which made good use of LED lighting, acrylic finishes and curved features.

All three of these elements were incorporated into our concepts, and we liaised directly with the show organiser on the stand's positioning to maximise the use of space and ensure our design worked with the environment, not against it.

Our sister agency Creative Bridge created a virtual town, 'Horibaville', which enabled visitors to explore HORIBA's complete product portfolio by touching building 'hotspots', which in turn led to options to view PDFs, watch embedded video content or mail documents to themselves.

A large touchscreen plasma was integrated into the stand design to maximize exposure to Horibaville. Provisions were also made for two tablets which enabled our client to demonstrate the company's application for laboratory configuration and supported their initial brief which was to have a completely product free strand with strong focus on digitalisation.

The results

"The decision to work with both Nimlok and Creative Bridge for our latest exhibition stand was a great one. We have since expanded this partnership with both companies by developing further stands and software for our other business units. I would have no hesitation in recommending Nimlok and Creative Bridge and we look forward to working on further projects in the near future."



"From design concept through to construction and implementation, Nimlok and Creative Bridge have demonstrated professionalism, consistency and reliability and - most importantly - put our minds at ease with their on-going support."

Tanya Johnstone, marketing communications supervisor, HORIBA UK Ltd

nimlok

creativebridge