



Trade show exhibit wins business, brings Philips brands together in style

EchoViz design and presentation wins Philips contract for Czarnowski Exhibit Services, wows Housewares forum

Situation

Czarnowski Exhibit Services has earned its rank among the premier exhibit services firms by combining a flexible approach, an uncompromising attitude about quality, and a commitment to integrity. Though still family-owned, it's a growing family: Czarnowski employs 1,500 full-time staff at 38 facilities in the US. Successful and stable as they are, even a full-service exhibit company sometimes needs a little more bandwidth.

"We were on an almost impossible timeline with a complex, large-scale project," recalls Mike Viglione, a senior account manager in Atlanta. "We needed a design and a presentation that would rise to meet a really tough challenge. So we called on EchoViz." Czarnowski's prospective client was Philips, the giant Dutch electronics company. Part of the challenge, for Philips, was to bring multiple brands together under one umbrella -- and make a splash at the 2003 International Home & Housewares Show.

Action



An "intense" project, according to Viglione, EchoViz synthesized a raft of project criteria and started work from scratch. From creative to rendering to space planning to layout graphics to plans, EchoViz "did what it [took]" in just a few short weeks to make a winner. Because securing the deal was so critical, Viglione gave EchoViz creative license to visualize with few restraints. Daily conference calls and last-minute meetings funneled in details and requirements from Philips corporate and its

divisions, including Norelco, Sonicare, Philips Medical Systems, Philips Lighting and others. The final product was a 2700 square foot, double-decked booth with four meeting rooms brought all the brands together under a unified "One Philips" theme.

EchoViz's finishing touch was a dramatic, three-dimensional fly-through presentation of the proposed booth. The visualization helped Czarnowski's prospect better understand how visitors would interact with and flow through the booth, putting an already top-notch design into more powerful perspective.

Result

"If they gave awards at Housewares, I'm sure this booth would have won," says Viglione. "But what it actually did accomplish was far better than any award." Citing its superior design quality, Philips chose Czarnowski to deliver the booth. EchoViz's design and presentation had made the difference, according to Viglione. A major success for Czarnowski, it also had to please a wide range of people at Philips. And the report from the Housewares show was "it's a big hit."

Viglione calls EchoViz his "favorite" outside design firm for good reason. "They're obviously very talented. They're definitely a delight to work with. And they're intelligent about their work," he says. "But they're such an important partner for us because they always find ways to turnaround spectacular stuff while under pressure. As a client, that's what I appreciate the

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most.”

About Echo Visualization

Echo Visualization, LLC, (EchoViz) is a boutique interaction design & user experience consultancy with a strong background in industrial design, user-centered design, research, and brand management. We provide a wide spectrum of services including business analysis, digital strategy, user research, information architecture, interactive media, graphic design, data visualization, early stage concepting, interactive prototyping, animation, software development, implementation and QA testing. Throughout our work, we use established design strategies and advanced visualization techniques to engage customers and build brands. We are big thinkers and talented designers who strive to make an emotional connection with users by eliciting desire and delight with the interfaces we design.

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