

## CASE STUDY

# Mitsubishi Electric Virtual Exhibition Stand – Digital Twin

# 14,860

Visitors June '22

- **Client:** Mitsubishi Electric Europe B.V.
- **Industry:** Factory Automation
- **Type:** Exhibition stand
- **Floor space:** 66.5m<sup>2</sup>
- **Products:** 53x

## CHALLENGE:

The **Mitsubishi Electric** exhibition stand is always a popular draw at industry events and the marketing department wanted to capitalise on it's popularity between shows. They approached V-Ex to create a 'digital twin' of their well know double-decker stand.

## SOLUTION:

V-Ex is well known for producing hyper-real product and environment renders for its digital marketing platforms. Working from the CAD files supplied by Mitsubishi as well as reference photographs taken on the stand, our CGI artists were able to faithfully recreate the look and feel of the stand for the virtual world.

## RESULT:

The Mitsubishi Electric virtual exhibition stand has had more than 14,000 individual visits since it was first launched. The stands popularity has proven so popular that V-Ex has since been asked to build a virtual factory and a virtual sales room.