



INDUSTRY APPLICATIONS

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CASE STUDY

British Encoder Products Virtual Exhibition Stand – Digital Twin

85

Countries

- **Client:** British Encoder Products
- **Industry:** Factory Automation
- **Type:** Exhibition stand
- **Floor space:** 24m²
- **Visits:** 2,500

PROBLEM:

After a rebranding exercise, British Encoder Products wanted to create an exhibition stand design that would work just as well as a virtual stand as it would at a physical show.

SOLUTION:

V-Ex was able to use its expertise as a designer of virtual and physical stands to produce a stand that incorporated product displays, literature space and meeting area. The virtual exhibition stand included industry solutions, a contact form and direct access to the online catalogue.

RESULT:

The British Encoder Products virtual exhibition stand was used to help launch the new branding. The design went on to be a key inspiration for the live stand built for Design Engineering Expo in the UK.