



CASE STUDY

CLPA Virtual Exhibition Stand – Digital Twin

5,000
Visitors August '22

- **Client:** CC-Link Partner Association
- **Industry:** Factory Automation
- **Type:** Exhibition stand
- **Floor space:** 76.5 m²
- **Products:** 105

PROBLEM:

Following the success of its stand at SPS Nuremberg, CLPA wanted to create a Digital Twin that could be used for ongoing sales and marketing to bridge the gap between exhibitions.

SOLUTION:

With over 105 individual components on the stand, the V-Ex CGI team got to work creating photo-realistic 3D models which could be added to the virtual stand model. Introductions to the stand were filmed in various languages and included on the stand as a hologram.

RESULT:

The CLPA digital twin virtual exhibition stand is available in 4 languages and has become an integral part of the associations digital sales and marketing campaigns.