

**CASE STUDY**

# Panduit Virtual Exhibition Stand – Digital Twin

# 5,600

Visitors August, 22

- **Client:** Panduit
- **Industry:** Networking
- **Type:** Exhibition stand
- **Floor space:** 72m<sup>2</sup>
- **Products:** 65

**PROBLEM:**

Panduit wanted to create a Digital Twin of its existing physical exhibition stand, with the ability to track the information of people who downloaded key literature.

**SOLUTION:**

Using supplied CAD models, V-Ex was able to build a replica of the physical stand and then make specified customisations to include a wider range of products on display. Our software developers created an app that could be integrated with the V-Ex Platform that allowed Panduit to collect the data of stand visitors who wanted to read selected literature.

**RESULT:**

By keeping it 'ungated', the stand was open to the public and could be used as part of Panduit's digital marketing strategy for brand and product awareness. The gated literature allowed Panduit to capture the data of visitors who were most interested in its solutions and pass them to the relevant sales departments as qualified leads.