

Case:
E3 Show / Nokia
N-gage Arena

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When designing Nokia's N-Gage booth for the 2006 Electronic Entertainment Expo (E3) in Los Angeles we needed a unique display technology to attract video game professionals into the booth. FogScreen fit the requirements perfectly, they are unique, had not been used before at E3, and fit well with the design aesthetic of the booth. FogScreen's staff went to extreme lengths to make sure that we were comfortable with how to best use the product and gain maximum advantage from it. The installation of 3 FogScreens at each end of the booth generated significant traffic and helped create a dynamic and innovative impression of the client”

– Lath Carlson,
Manager of Interactive Technology,
Art Guild Inc.

Event:

E3 Show (www.e3expo.com)

Time:

10.-12.5.2006

Place:

Los Angeles Convention Center

Customer:

Art Guild

Description:

E3 is the biggest gaming show in the world. To create an unforgettable experience at the Nokia booth, Art Guild integrated 6 FogScreens into the design. The screens were installed in the entrances; 3 on each side of the booth. Content on the screen included an animation of a figure walking, moving and using a mobile phone.

