

# Activeworld's Avatar Technology Sweeps Comdex!



## Project Summary

Activeworld needed a 21st century image for their web-based interactive gaming company, but it had to be very portable with low maintenance costs as well. They chose photomural covered pop-ups to dramatically show what their electronically simulated 3D worlds looked like...employing Activeworld's generated computer images and LightJet Digital Printing.

Image 4 developed an exciting and unique custom look for Activeworld - First in a 10 x 20' linear booth space then, a few months later, in a 20 x 20' island. Another 10' booth was assembled using the same art for a simultaneous West coast show. The high hanging banner swoops an arc above the exhibit structure assuring visibility across the show floor.

Activeworld experienced greatly accelerated contract closing with new corporate clients and also a stronger mix of client companies. Brand recognition came from heavy press awareness of the unique display.

## Project Budget

\$ 32,000

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