

Sony's Quest for Gamers Calls for an Everquest Road Trip!



Project Summary

To promote their EverQuest interactive computer games, Sony developed a high-tech mobile demo with 14 computer stations inside 7 big swing-up doors. The trailer travels to malls and many entertainment centers around the country, giving thousands the chance to experience EverQuest.

When the doors are opened, light-blocking vinyl banners, printed to match the dramatic door graphics, unfurl and hang from the doors' outer edge. This provides brighter screen images in sunny locations and a semi-enclosed playspace.

The project was designed by Pierce Promotions, fabricated by Millrock, with the vehicle wrap and door banners printed and installed by Image 4.

Everyone involved in the planning and rapid production of the project was thrilled with how completely their expectations were met. The trailer started its national tour in San Diego in mid-June, with many roads yet to travel.

Project Budget \$ 15,000

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