

WSI Forecasts Great Sales Growth at NAB 2006!



Project Summary

WSI of Andover, MA is not a household name, but chances are you use their product nearly every day. WSI provides 24/7 weather feeds to broadcasters around the nation and to airlines around the globe.

Each year, Kerri McCord, Marketing Coordinator for WSI, relies on Image 4 to show just what WSI deploys. Working with WSI's existing display components and design resources, Image 4 prints and constructs this graphic intensive 30 x 50' display.

To show "disruptive weather", we printed and installed over 160 linear feet of graphic decal on conference room walls. Four free-standing interactive kiosks allow prospects to try out software features. Two registered-graphic tension banners reach 16' above the display to attract attention, and four 8 x 21' banners hang from each corner to define the exhibit space. Additional cut vinyl messages direct visitors.

Graphics are designed to integrate with twelve plasma monitors, and to accent the full broadcast-grade production TV set built into the display. All graphics must align, often in three or four layers, and on opposite display corners.

WSI weathers another NAB show, with help from Image 4!

Project Budget

\$ 48,000

Image 4 / We Tell Your Story!™

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