



---

## **BOOTH DESCRIPTION**

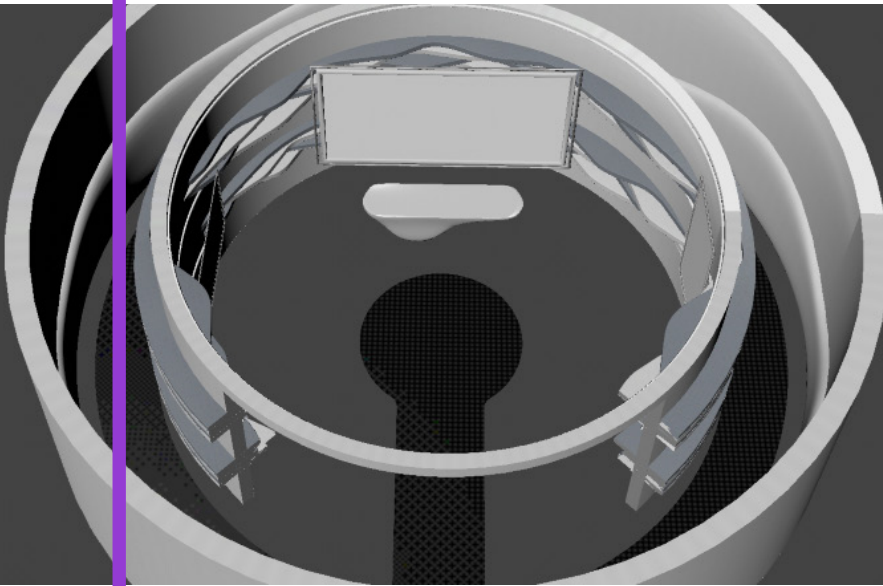
### **THE GOLD BOOTH**

The Gold Booth is developed to make e-Exhibitor and e-Visitor enjoying dynamic and engaging exhibition environments. The e-Exhibitor has a complete control on each element of the booth.

## **BOOTH DESIGN DESCRIPTION**

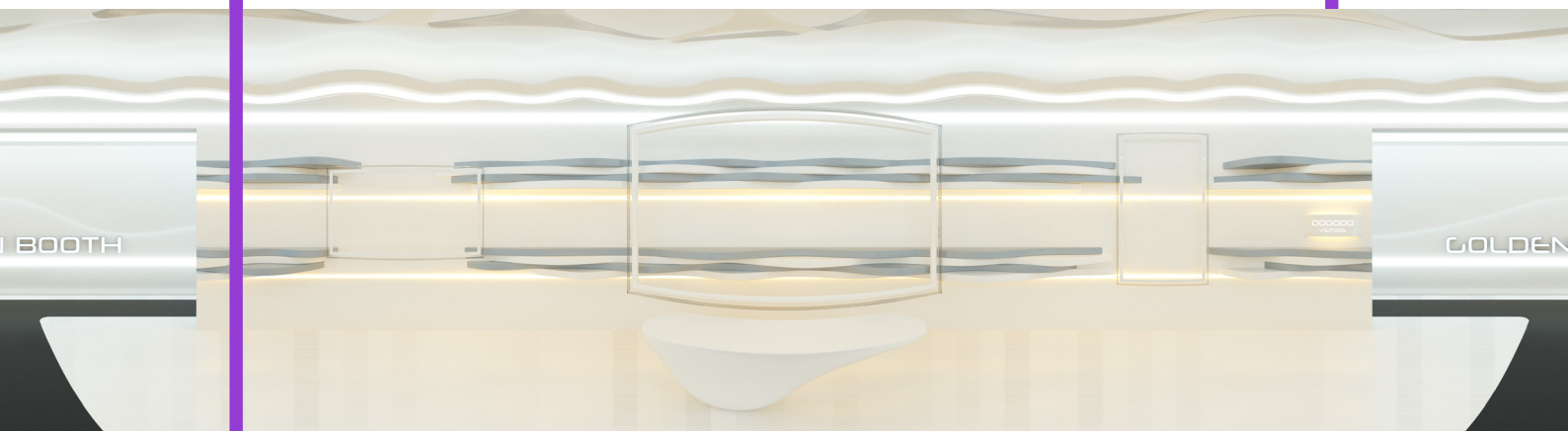
The design is modern, sleek, spacious, simple, and focus on function and organization of the booth. The circular geometric patterns, futuristic and simple edges, curves and clean lines in architecture and sculpture integrate and complete the entire booth design. This style comes from the idea to build for function and to embrace new horizon enabled by technologies.

## UP FRONT VIEW



- In the middle, a white designer table
- Low and High strips in «waves», 2 white + 2 silver
- warm lighting diffused underneath the waves
- On the ground, dark gray marking, matt
- Translucent frames to support visuals discretely
- The ceiling is decorated with a shiny black and white organic shape, with inlaid spotlights
- Jojo robot

## FLAT VIEW



## CUSTOMIZATION FEATURES

### CUSTOMIZATION FEATURES

- **Exhibitor logo**
  - In the center, on the ground
  - In the middle of the booth, on the table
  - At the exit, on the wall

- **3 display areas**

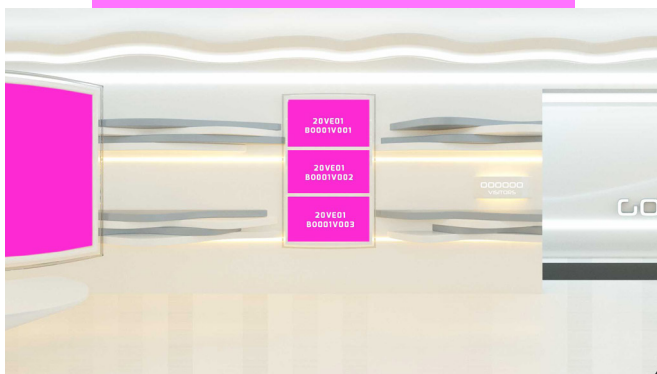
1 large panel for video



1 medium clickable display panel for Power-Point presentations. Blinking sign present on the panel to invite to click. Once clicked, the presentation is opened on a black background (opacity 90%) over the virtual visit page.



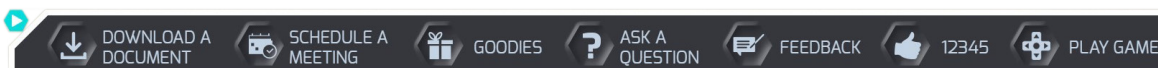
1 x 3 small panels for poster-type visuals



- **1 visit counter**

## NAVIGATION & INTERACTIVITY FEATURES

- Arrival of the visitor: diving on the logo on the ground then facing the main screen
- Provide 3D virtual tours
- Possibility to zoom in and out
- Option: 3D immersive with a VR (Virtual Reality) headsets



### • Download a document

*Opens a window with the list of documents downloadable by the visitor. Visitors can download the product leaflets, company flyers, product datasheets from exhibitors' booth.*

### • Schedule a meeting

*To schedule a meeting with exhibitor you need to select "Schedule Meeting" from menu, then select the exhibitor organization representatives with whom you want to schedule a meeting and then proceed to selecting a schedule and exchange business cards.*

### • Goodies

*Available to click after 5 actions on the site and 5 minutes on the site opens an e-shop type page containing the goodies*

### • Like

*By clicking one time. If you click twice, you remove your like .*

### • Ask a question

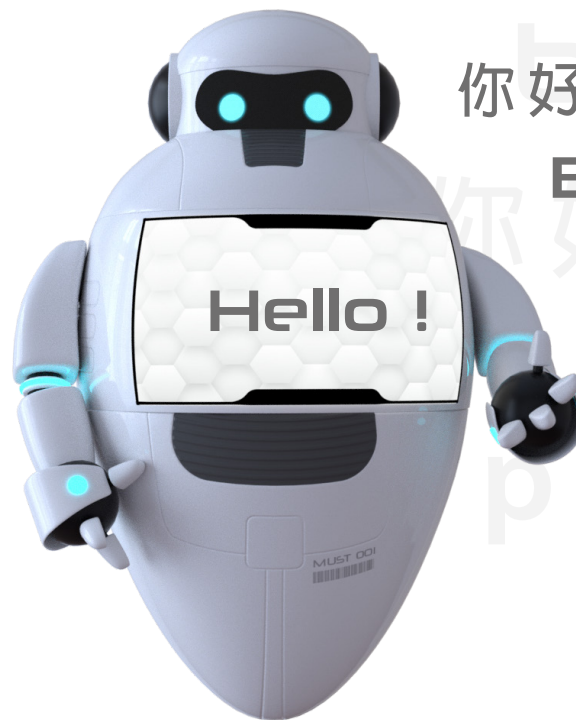
*Opens a dialog box type window (chat).*

### • Play Game

*You can add your own game questionnaire or other game proposal. E-Visitors can play your game and get rated to win a VIP goodie.*

At the bottom left of the window, are 3 buttons in white color for visibility

- Sound button
- View with VR headset button,
- Toggling (full screen/normal screen) mode button
- Exit VE button



你好

Hola !

Bonjour !

привет !

Hallo !

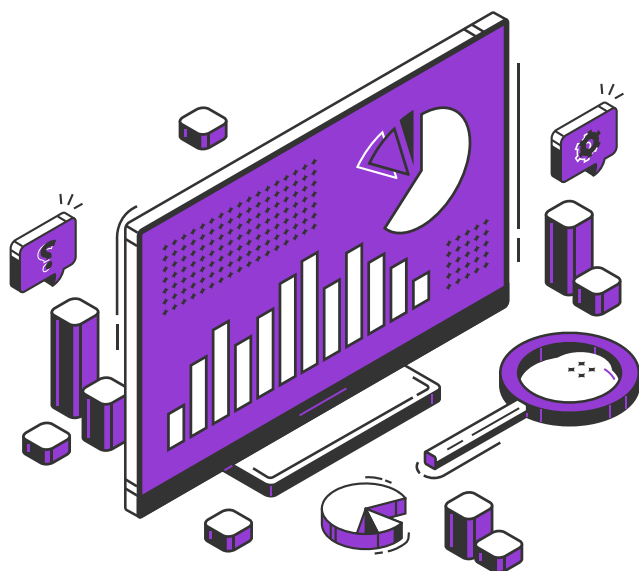
Polyglot Must robot «Jojo» to make the e-visit more interactive

*Displays simple words like «Hello», «Goodbye», or emoticons ...*

*Move his arms and speaks in 6 languages: Chinese, French, English, German, Russian and Spanish.*

## BACK END ANALYTICS FEATURES:

### BACK END ANALYTICS FEATURES



- **Real Time Visualization**

*List of visitors*

*Zoom visitor ecosystem*

- **Analytics**

*Visits by region*

*Visits by type of visions*

*(By Market segment and by Category)*

## TECHNICAL GUIDELINES

### TECHNICAL GUIDELINES



For videos:

*Format (extension): MP4 (Codec H264), ~ 5 Mbits / s*

*Resolution: 1280X720p at 25 fps*

*Respect the homothety: 16: 9*

*Video launches alone and runs in a loop.*



For posters:

*Format (extension): JPEG 70%, PNG if transparency (logo)...*

*Size: minimum X MB, maximum X MB*

*Resolution: largest side: mini 1000.px | max 2000.px*

*Respect the homothety: 16: 9*



For presentations:

*PPT and PDF formats cannot be read on the web, you have to do the manual work of cutting slides into JPEG images*

*See constraints «posters»*

*Respect the homothety: 16: 9*

*<https://www.visite-virtuelle360.fr/visite-virtuelle/171110-UPMC/tour.html?startscene=14>*

Visit counter

*Dynamic text display, up to 999,999 visitors*