



## Let's Get More Interactive - Smile Please!

The ITR Group are a leading supplier for Audio Visual equipment. The ITR Group are experts in their field, offering effective solutions, whilst maintaining a high quality service, demonstrated through their staff members who aim to provide an efficient implementation and a friendly, customer care service to all customers.



Gadget Show Live is the UK's largest consumer technology exhibition, where established brands and emerging inventors showcase their products, giving you the opportunity to learn, experience and invest in some of the latest products on the market.

One of the leading brands for audio products asked us to add interactivity and include a social media element to their booth but really didn't know how to do this. We helped to provide three different ideas for the client, with three varying budgets all including different levels of interactivity.

The idea was a great one - use a photo-booth to help create the experience of wearing headphones - the selfie booth on their stand was born. People would take a 'selfie' featuring the product and then like, share the photo with various different social media platforms.

There were just over 800 photographs snapped and plenty of queueing on the stand to help people understand the client's products as well as them being able to touch and feel them while having their picture taken.

We supported our client throughout with changes being made to the software to ensure it was exactly what was required. They fully appreciated our support and by putting achievable time-lines together we were able to request certain specifics from individuals rather than getting the whole team involved. The client trusted us to work to their best intentions.

Want to make an impression? Think ITR.

### Find out more information:

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