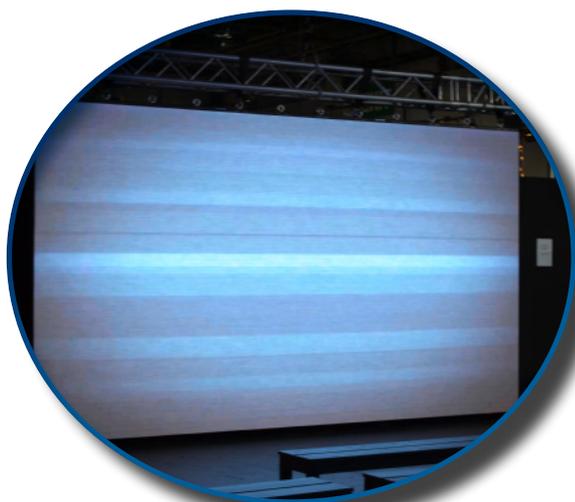


New Absen LED Wall for Large UK Gaming Exhibition

At ITR we have invested in a new 2.5mm Absen LED, which recently went out on their debut hire for a well known UK gaming exhibition.



An existing client of ours contacted us regarding their stand at one of the UK's biggest gaming exhibitions. We were challenged with the idea of hiring 6 x 60" screens that could be mounted to their stand, in order to provide an auditorium video element for up to 50 visitors at one time.

The clients' project manager worked closely with them on their brief, which was to ultimately create an auditorium that showcased new game play footage of an upcoming release, before visitors then go on to play a part of the game.

As the company is innovative, technologically advanced and aesthetically demanding, it was suggested the client uses our HD 2.5mm Absen Video Wall instead of the 60" screens, as it would help to create a buzz around their stand at the gaming exhibition. The client agreed that the LED Wall would provide a far greater impact and was exactly what they needed for the content they had prepared.

Alongside the Absen Video Wall the client also hired a set of wireless headphones for each visitor and the PC's and 40" screens for the games to be played on. At the entrance to

the stand they also had two 60" screens displaying timings and countdowns for each showing. They also had one of our on-site technicians for the duration of the 4 day event, ensuring someone was available at all times if any problems were to arise.

The client was incredibly pleased with the overall outcome and impressed with the initiative carried out

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by the ITR staff in order to find the perfect solutions to better meet their requirements. They received excellent feedback from event attendees, most of which commented on how their stand was one of the most eye-catching of the whole event.

We would love to give you more information:

Contact your account manager direct

Visit www.itrHire.co.uk

Call 0845 0722 888