

**SENSORY-RICH.  
CONNECTED.  
EXPERIENTIAL.**

**medialine™**

## INDELIBLE MEMORIES OF WOW

You've got important **information to deliver** at this next event, and you know you can do it best through a **multi-sensory experience**. Maybe you've got:

- Technology to show
- A story to tell
- Software to demonstrate
- New products to sample
- An unforgettable experience to share

**MediaLine** enables you to have maximum impact on booth visitors in the least time possible.

## CHANGE YOUR SHOW INTO A VERB

Trade shows are not events, they're commands. It's trade **show**. Attendees expect you to show them what's new and exciting. They're not looking for you, they're looking for **"Wow!"** And they want it now, not 10 minutes from **now**.

If your message can't be succinctly conveyed using a few images and words on your exhibit backwall, your booth staff will be ill-equipped to accommodate **the typically impatient attendee** when they do stop to visit.


*How can your show strategy ever succeed when the conversation you want to have is 5X longer than the conversation your visitor is willing to have?*

## THE PERFECT VEHICLE FOR SHARING YOUR STORY

Displayit's **MediaLine** makes it easy to connect with attendees by **using technology to tell your story** and support **interactive, engaging** and even **playful sensory experiences** that create indelible memories of "Wow!"

**Is your production  
already in the works?  
Visit [displayit.com/medialine](http://displayit.com/medialine)  
to get some ideas.**



  
**displayit**

**displayit.com  
1.800.207.0311**

# WHAT MAKES MEDIALINE UNFORGETTABLE



## SHOW AND TELL

Video can be the perfect medium to sell booth visitors your ideas, products and services. The motion of **video naturally attracts their attention**. You might want to consider using animation, illustration, spokesperson, or video of a place, process or event.

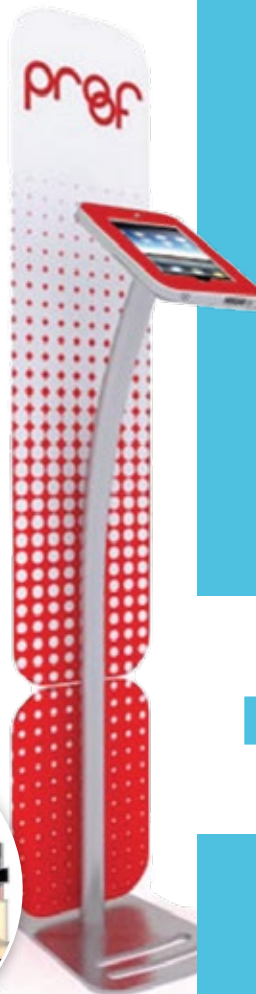
Next, your story and its soundtrack will **pull folks into your booth**. Now you can **convey lots of information fast**. If a picture is worth 1,000 words, consider that video typically displays 30 pictures per second. Video even gives you the option to change your message from show to show—or day to day—without affecting the graphics displayed on the rest of your exhibit.

In just a few minutes, your video will have visitors nodding their heads and asking for more.



## SOLID SUPPORT

Video monitors and related equipment are heavy. **MediaLine** displays are sturdy, designed from the ground up to safely support your valuable video and sound equipment. You get a **solid structure** for a **glitch-free** event.



## INTERACTIVE TOUCH

**MediaLine** offers opportunities to let your prospects and customers "drive." Touchscreens and keyboards enable interactive opportunities so that **visitors to your booth can explore what they want**, and learn at their own pace. By handing them the controls, they're creating a self-directed, **memorable** experience. At the same time, you're helping them associate your company with the qualities of **trust, confidence, and openness**.

### NEED HELP PULLING IT OFF?

Displayit's strategy and design services can help you develop and implement your plans for incorporating rich media into your exhibit strategy. Call 800-207-0311 and ask for our Client Relations Team.

Your first consultation is on us!

**medialine**<sup>™</sup>  
by displayit

**Start the  
WOW!**

Call 1-800-207-0311