



SECURING  
THE **FUTURE**  
of education

**“The LED wall was a large draw at the show and an integral element to the technology we wanted to feature.”**

*Annelise Fasnacht, Solutionz, Inc. Director of Marketing*

**Solutionz**

## TRADE SHOW BOOTH

### Application

Seeking to draw attention and traffic to their booth, Solutionz, Inc. added an LED video wall to their trade show booth at the Georgia Educational Technology Conference (GaETC).

Solutionz, Inc. has exhibited at GaETC in previous years, but this year the national A/V integrator wanted to solidify their position as a leader in A/V and Unified Communications (UC) technology in the education market.



### Product: R Series

**Pixel Pitch:** 2.6mm  
**Panel Resolution:** 192h x 192v pixels  
**Brightness:** 1000 nits  
**Refresh Rate:** ≤ 3840Hz  
**Contrast:** 5,000:1  
**Color Depth:** 16 bit  
**Viewing Angle:** 160°h / 140°v  
**Diode Type:** SMD  
**Panel Weight:** 26 lbs.  
**Panel Dimensions:** (WxHxD)  
500 x 500 x 95mm

# Draw Attention and Drive Trade Show Booth Traffic



## The Challenge

Solutionz, Commercial Integrator's 2019 Integrator of the Year, wanted to draw attention and increase foot traffic to their booth at GaETC, an education technology conference. Having exhibited at multiple trade shows, Neoti knew the impact that an LED wall can have to grab the attention of attendees.

Neoti's approach was to gather the "4 Ds": distance, domain, design, and details to deliver the proper solution. In this case the viewing distance would range from 3 to 50 feet, prompting Neoti to suggest panels with a 3.0mm pixel pitch or less. The second D is domain or environment. The panels needed to be durable since they'd be open to the public. The next element Neoti considered was the design. The overall booth size was 12ft x 12ft and Solutionz wanted a large part of the booth featuring the content on the screen. Lastly, were all the details. The content, the content source, budget, and trade show dates were all taken into consideration.

## The Solution

Neoti took into consideration the "4 Ds" and proposed an LED video wall that fit Solutionz's requirements and timeline. The solution was a 6x4 video wall of Neoti's R Series 2.6mm panels. These panels were selected because they are production panels designed with the durability to withstand

being accessible by the public. The R Series offers it's own ground support system, requiring no permanent structure. The panels were in-stock at Neoti's warehouse, ready to be shipped and installed. Neoti provided remote assistance while Solutionz installed and commissioned the panels.

**"The entire Neoti team was fantastic to work with,"** said Travis Askew, Vice President - Solutionz, Atlanta. **"Their sales and technical support were very responsive and made it easy for us to bring our booth to the next level."**

## Working with Neoti

When you work with Neoti you'll receive the same service and support that Solutionz experienced. We're dedicated to working with integrators, architects, consultants, and designers to deliver the right solution. We offer installation services, extended warranties, and on-site user training to ensure a successful project.

