

# Unifying Cloud Computing Solutions for YVOLV at Gitex 2017

GITEX is an annual exhibition for consumer electronics, which takes place at the Dubai World Trade Center. It is an international event held annually, with participants from 97 countries. YVOLV approached Expo Display Service to design and build a 50m<sup>2</sup> booth that promoted their partnership with SAGE and ALIBABA to launch a new line of cloud computing solutions.



To meet YVOLV unique specifications, Expo Display Service designed a customized exhibition stand.

To show a clear distinction between YVOLV's services the following design elements were used by Expo Display Service:

- Design demarcations to provide clear distinction between both business units for visitors.
- Illuminated front and side entry points with separate lounge seating to ensure dedicated space for visitor engagement.
- Side entry points utilizes images and content tailored to SAGE and ALIBABA
- The high branded fascia uses backlit fonts for clear view over long distances.
- A digital lounge equipped with screens playing live AV demonstrations and various other utilities for visitor comfort.
- Storage area for staff designed to blend seamlessly with the booth design.



*Yvolv was happy with the booth provided by Expo Display Service since their booth saw a sizeable footfall during the show.*