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Premier NAIAS 2017 Sponsor Michelin Captivates Attendees with Custom Display Design by Quince Imaging

DETROIT, MI, January 8, 2017 – Leading tire manufacturer, Michelin, made a big splash for the second year in a row with digital display at the 2017 North American International Auto Show. Enlisting the help of Quince Imaging, Michelin wowed attendees with custom-designed experiential displays. Premier sponsor of the two-week-long event, Michelin drove promotional success with a pre-show pressroom, Michelin exhibit, and an interactive photo booth display for attendees. In increasingly crowded venues, sponsors must use ingenuity to stand out amongst competitors and capture the attention of a fresh crop of media-savvy consumers. Michelin's methodology was to enlist Quince Imaging's expertise to devise a three-tiered, sponsorship-engagement strategy that included a real-time, hashtag-tracking wall; a seamless HD monitor wall, displaying high-resolution video content; and a social-network-integrated, time-slice photo booth.

Offering the latest industry insights from all major automobile manufacturers around the globe, and drawing nearly 5,000 reporters representative of more than 60 different countries internationally, the Michelin-hosted pressroom provided the ideal platform for sponsorship engagement. Michelin collaborated with Quince to design an engaging social network display wall, which consisted of two 9 x16 projection screens, to track the event hashtag, #NAIAS in real-time at the exclusive, press-only showcase. "Social media walls have become a hot engagement-sponsor menu item," said Eric Gazzillo, display designer at Quince Imaging, explaining the new market trend. "Enterprise-level event sponsors are always looking for the best way to get their brand recognized – what better platform for brand recognition than an immersive, interactive display?"

As premier sponsor and exhibitor, Michelin utilized their booth space to create an attendee-enticing, experiential design. With the goal of communicating the latest innovations in tire technology, Michelin and Quince Imaging came up with the "Michelin Showcase," a seamless display comprised of nine 55-inch, low-bezel monitors. The impressive screens displayed a repeating, high-resolution loop of Michelin's newest promotional video in wall-to-wall format throughout the exhibit.

Adding a fun, interactive component to their display, Michelin and Quince designed "Michelin Moments 180 Degree Experience," a custom, time-slice photo booth. The model, designed to attract booth interest and provide an original, memorable experience to attendees, was comprised of a ring of fifteen, gif-generating cameras, integrated with social media and touchscreen technology. After completing the Michelin exhibit walkthrough, attendees exited at the back, where they could strike a pose while all fifteen cameras snapped in unison to create a 3D animated gif to instantly share on the social media platform of choice.

Encompassing systems integration, interactive and immersive elements of sponsorship, Michelin and Quince Imaging have worked together year after year to design experiential display solutions for enterprise-level

events including NAIAS, Rolex Monterey Motorsports Reunion and the Petersen Automotive Museum exhibit.

About Quince Imaging:

Quince Imaging is the premier image display, content delivery, video production company specializing in projection-system installations, experiential design and customized creative solutions for live events, sports and commercial markets. Emerged from the crowded market of event and AV companies, Quince is a leader in knowledge and a true champion of quality. Quince Imaging brings creativity, technical and process management expertise and a single-minded sense of dedication into meeting and exceeding client needs and goals. For more information, visit: www.quinceimaging.com.