



**Client:** Omron Corporation, a global automation leader integrating input, logic, output, safety and robotics in a single automation platform solution.

**The Need:** Omron planned to attend the Consumer Electronics Show (CES) for the first time in company history. This presence needed to enhance brand awareness and value with a focus on partnering and recruiting in the U.S. Their goal was to showcase their leadership in technology that creates harmony between humans and machines. In booth engagement, specifically around the Forpheus ping pong tutor and facial recognition technology, was crucial.

Omron also wanted to maximize media exposure by targeting 18,000+ attendees and 25+ media interviews.

**Our Solution:** A multi-faceted, attendee-centric approach to maximize exposure and ensure a successful CES exhibition plan. We recommended a combination of on-site and off-site ideas, sponsorship, and advertising along with leveraging social media.

ECI knew exhibit design alone could not achieve Omron's objectives. So, ECI provided a complete solution, offering CES-specific support for strategic development and planning, project management, design and fabrication, content development, show service coordination, and product integration.

The result? Omron exceeded all their show goals for CES, including attendance, media impressions, and social engagement. Plus, the booth and total experience won a Best in Show award from EXHIBITOR Magazine. A total success from start to finish.

**The Takeaway:** A large scale trade show space with equally big goals requires a partner who thinks strategically, understands your needs and can help you deliver on (and exceed) your goals.

## The Client's Objectives & Goals:

- Attend the Consumer Electronics Show (CES)
- Increase Brand Awareness & Value
- Highlight Importance of AI & Robotics
- Drive Booth Traffic & Media Impressions
- Recruit Partners & Robotics Engineers



"The success we achieved at CES is ongoing and momentous for Omron Automation of the Americas. It was our first time as one global company to display at CES and thanks to Exhibit Concepts' efforts, we achieved all of our goals, and then some." - Matt Trowbridge, VP of Marketing for Omron Corporation



## ENGAGEMENT

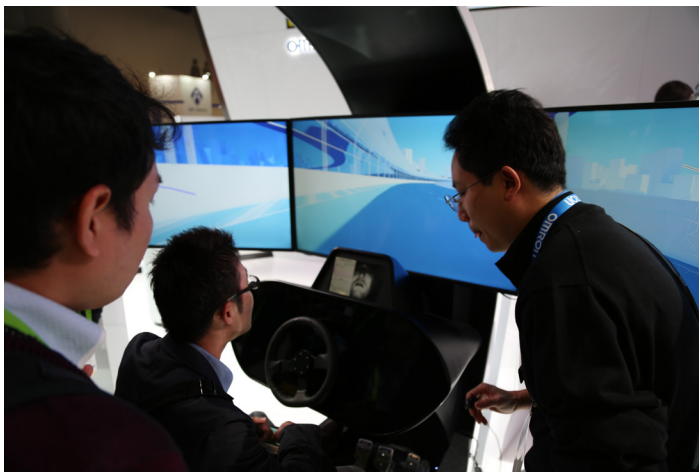
The star of the show at CES was Forpheus, Omron's ping pong coach. ECI worked to quite literally highlight this area by incorporating translucent fabric that would shine a light on Forpheus.

This ping pong-playing robot is not trying to win. Rather, it is designed to encourage its opponent and ultimately make them a better player.

Forpheus adjusts its skill level to its opponent, striving to pursue harmony between humans and machines through what it calls "Sensing and Control + Think."

Group presentations, led by an emcee, were held throughout the day to draw crowds to the space. ECI worked with Omron to develop the script, train brand ambassadors, and integrate digital messaging into a cohesive experience for attendees.

This was only the beginning of in-booth engagement at CES. A car simulation highlighted facial recognition technology that works to monitor eye blinks and warn the driver when they are becoming drowsy.



Several small robots also circulated through the space, with several tasks. One set of robots offered ping pong balls to visitors that could be laser engraved. Visitors scanned their badge, then watched as Omron's technology permanently etched their names onto a ping pong ball.

Another set of robots was used to recruit potential employees through a series of questions using facial scanning technology.

A custom-made floor was designed by ECI to ensure safe travels for these robots throughout the space so they could freely interact with visitors.

ECI worked closely with multiple Omron divisions in the US and Japan to consolidate expectations for each business unit and develop a cohesive message that resonated with the audience.



## Results from CES 2018

111 media booth visits vs KPI of 25  
3.8 billion+ media impressions vs KPI of 200 million