



**Client:** LexisNexis Risk Solutions, a leader in providing essential information to help customers across industries and government to assess, predict, and manage risk.

**The Need:** LexisNexis Risk Solutions planned to attend the Association of Certified Anti-Money Laundering Specialists (ACAMS). The show is held in a hotel venue that requires one day setup and teardown. They wanted a booth that would enhance their center position while conveying their message with a professional appearance. This was all despite the fact that the hotel venue had a low ceiling.

**Our Solution:** A beMatrix system was used for the booth structure to facilitate a one day set up and tear down. This system allows for quick installation and dismantle and is fitted with custom graphics for a branded experience.

The brand pillars were represented throughout the booth and explained with said graphics in the LexisNexis signature brand red. The ceiling panels of the booth were left open to expose a metal cage installation that reinforced the concept of security.

For an additional pop in the dark, confined space, custom light bars were built and installed throughout. From the reception desk to the ceiling, light made this booth stand out from the crowd.

**The Takeaway:** Location is everything, but it doesn't have to stifle creativity. The real world is full of obstacles and problems just waiting to be solved by those willing to think outside of the box.

## The Client's Objectives & Goals:

- Make the Most of Center Booth Position
- Increase Brand Awareness & Value
- Highlight Importance of Risk Solutions Software
- Reinforce Brand Pillars & Messaging



The LexisNexis Risk Solutions booth for ACAMS received an award from beMatrix. It was named the "Best of 2017" for best use of the 360 Solution.

The 360 Solution is a system that can be used for the wall, ceiling, or floor of a booth.



## ENGAGEMENT

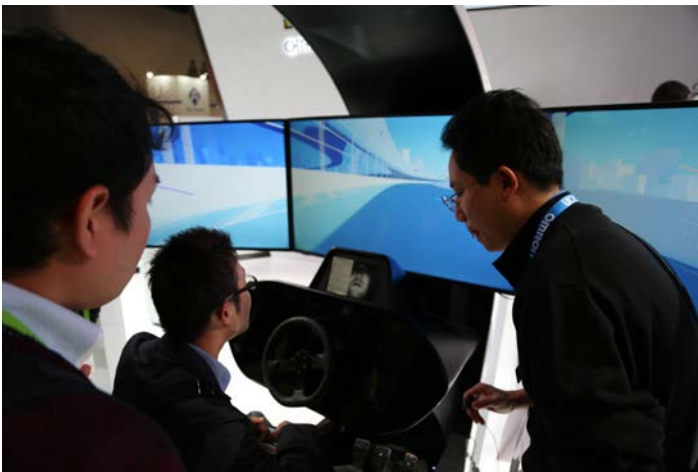
The star of the show at CES was Forpheus, Omron's ping pong coach. ECI worked to quite literally highlight this area by incorporating translucent fabric that would shine a light on Forpheus.

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 name 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