



BOOTH DESCRIPTION

THE PLATINUM BOOTH

The Platinum Booth is designed to enable e-Exhibitors to immerse e-Visitors in their Corporate Universe and present larger panel of products and services! In addition to making e-Exhibitor and e-Visitor enjoying dynamic and engaging exhibition environments, the Platinum booth enables Exhibitors to personalize their booth by customizing colors. The e-Exhibitor has a complete control on each element of the booth.

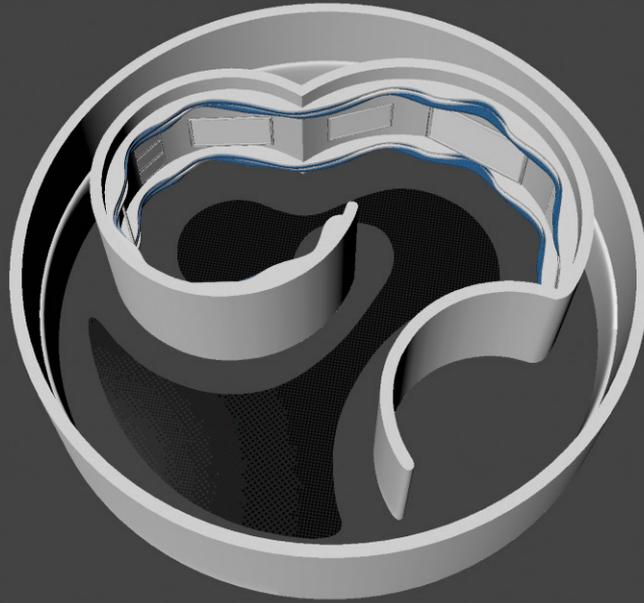
BOOTH DESIGN DESCRIPTION

The design is modern, sleek, spacious, simple, and focus on function and organization of the booth. The circular geometric patterns, futuristic and simple edges, curves and clean lines in architecture and sculpture integrate and complete the entire booth design. This style grew comes from the idea to build for function and to embrace new horizon which new technologies make available.

- Low and High strips in «waves», 2 white + 1 customizable color (*)
- Warm lighting diffused underneath the waves
- On the ground, customizable matt color marking (*)
- Translucent frames to support visuals discretely
- The ceiling is decorated with an organic shape with customizable color (*). It is inlaid with bright and white spotlights
- Jojo robot

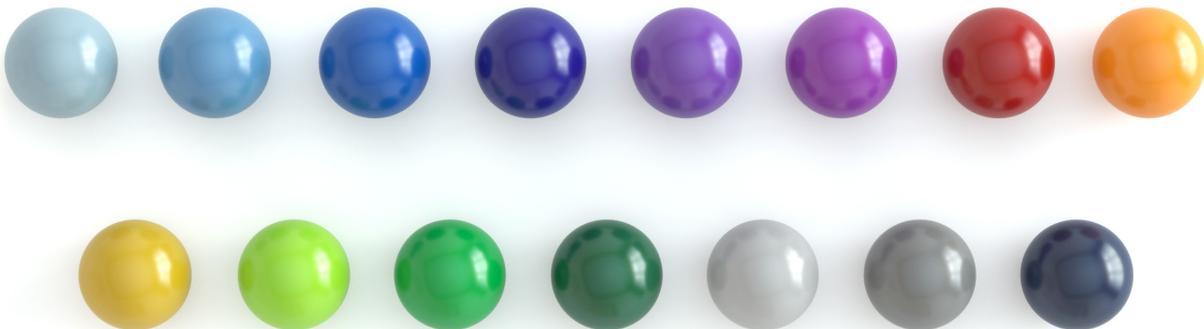
(*) according to Must color palette

UP FRONT VIEW



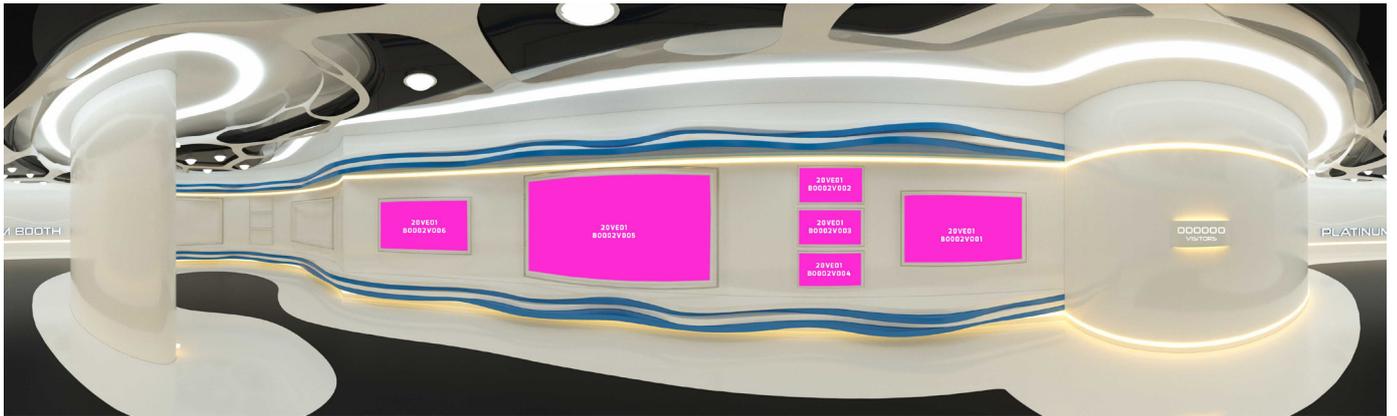
CUSTOMIZATION FEATURES

Chose in Must color palet to personalize your booth with your brand color



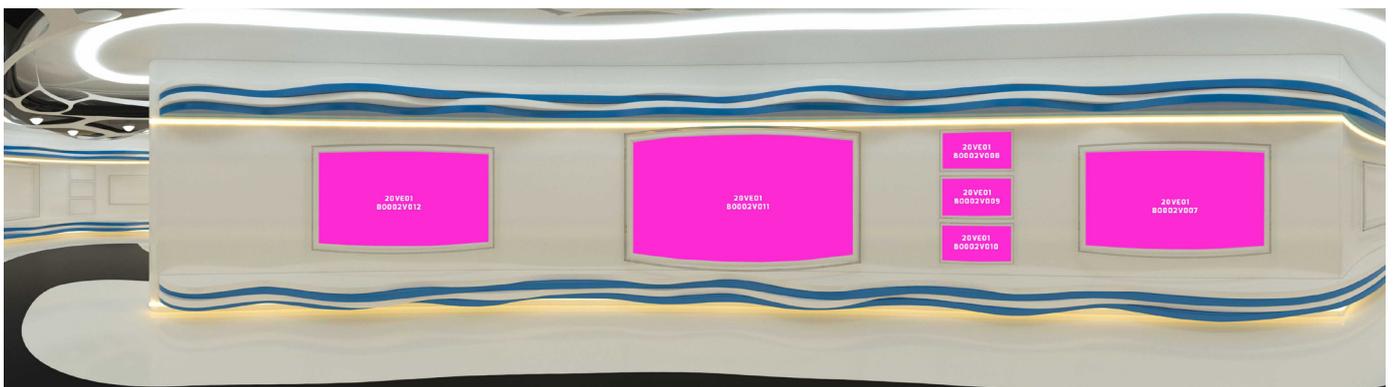
CUSTOMIZATION FEATURES

- **Exhibitor logo**
 - In the center and on the ground of each zone of the 2 zones (exhibition rooms)
 - On exit wall
- **6 display panels distributed on 2 exhibition rooms**



Exhibition Room 1:

- 1 large panel video,
- 2 medium panels for poster-type visuals. Exhibitor can choose to use it as a single visual panel, or for interactive presentation if made of more than one image. Icon present on the panel to invite to click for displaying presentations. Once clicked, the presentation is opened on a black background (opacity 90%) over the virtual visit page.
- 1 x 3 small panels for poster-type visuals



Exhibition Room 2:

- 1 large panel video,
- 2 medium panels for poster-type visuals. Exhibitor can choose to use it as a single visual panel, or for interactive presentation if made of more than one image. Icon present on the panel to invite to click for displaying presentations. Once clicked, the presentation is opened on a black background (opacity 90%) over the virtual visit page.
- 1 x 3 small panels for poster-type visuals

- **1 visit counter**

NAVIGATION & INTERACTIVITY FEATURES

- Arrival of the visitor: at the entrance, facing the logo, stay a few seconds then animation to enter the first room
- 2 positions in the booth: middle room 1, middle room 2
- Provide 3D virtual tours
- Possibility to zoom in and out
- Option: 3D immersive with a VR (Virtual Reality) headsets



• **Download a document**

Opens a window with the list of documents downloadable by the visitor. Visitors can download the product leaflets, company flyers, product datasheets from exhibitors' booth.

• **Schedule a meeting**

To schedule a meeting with exhibitor you need to select "Schedule Meeting" from menu, then select the exhibitor organization representatives with whom you want to schedule a meeting and then proceed to selecting a schedule and exchange business cards.

• **Goodies**

Available to click after 5 actions on the site and 5 minutes on the site opens an e-shop type page containing the goodies.

• **Like**

By clicking one time. If you click twice, you remove your like.

• **Ask a question**

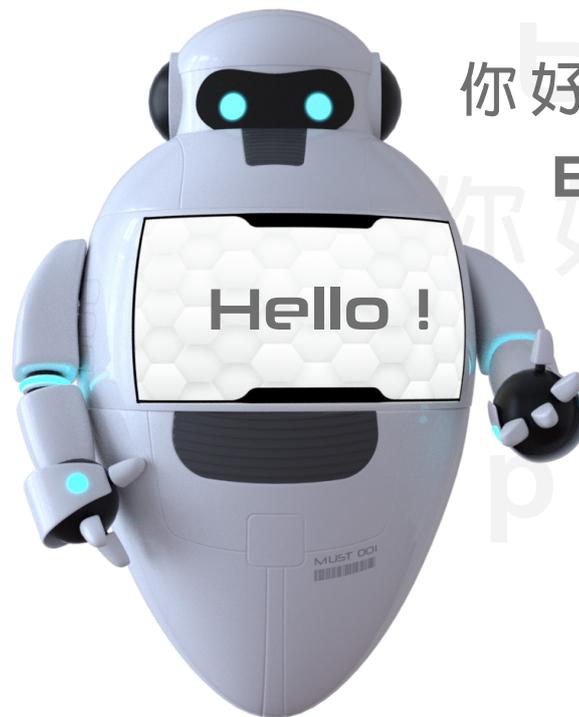
Opens a dialog box type window (chat).

• **Play Game**

You can add your own game questionnaire or other game proposal. E-Visitors can play your game and get rated to win a VIP goodie.

At the bottom left of the window, are 3 buttons in white color for visibility

- *Sound button*
- *View with VR headset button,*
- *Toggling (full screen/normal screen) mode button*
- *Exit VE button*



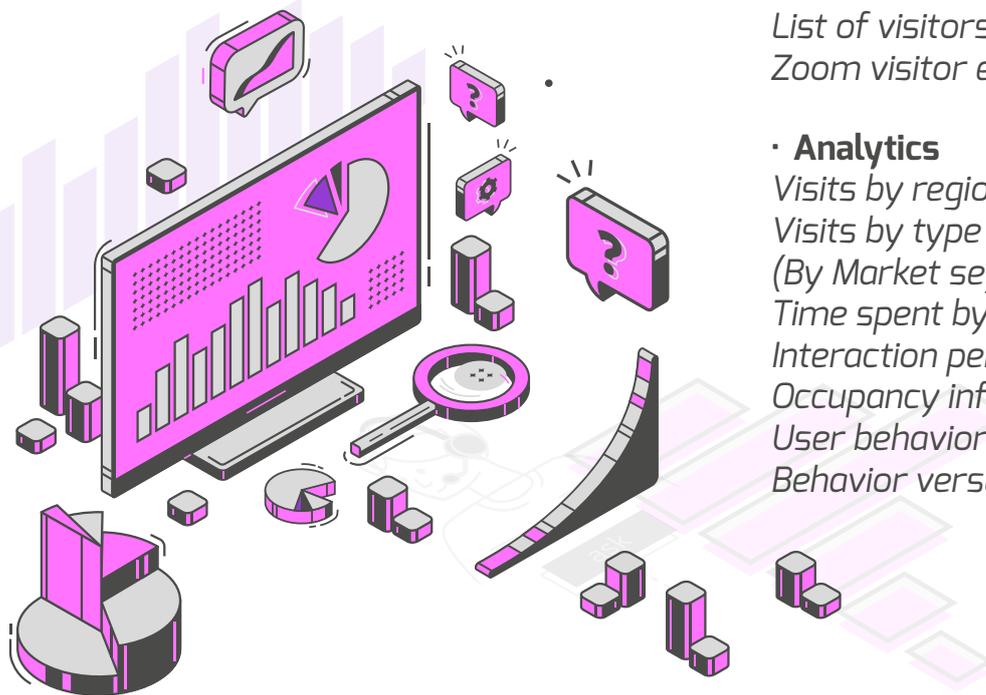
你好 Bonjour !
Bonjour !
你好 hallo
привет!
Hola !
Hallo !
привет!

Polyglot Must robot «Jojo» to make the e-visit more interactive

Displays simple words like «Hello», «Goodbye», or emoticons ...

Move his arms and speaks in 6 languages: Chinese, French, English, German, Russian and Spanish.

BACK END ANALYTICS FEATURES



• Real Time Visualization

List of visitors

Zoom visitor ecosystem

• Analytics

Visits by region

Visits by type of visions

(By Market segment and by Category)

Time spent by visits per market segment

Interaction per post

Occupancy information content

User behavior versus category

Behavior versus market segment

TECHNICAL GUIDELINES



For videos:

Format (extension): MP4 (Codec H264), ~ 5 Mbits / s

Resolution: 1280X720p at 25 fps

Respect the homothety: 16: 9

Video launches alone and runs in a loop.



For posters:

Format (extension): JPEG 70%, PNG if transparency (logo)...

Size: minimum X MB, maximum X MB

Resolution: largest side: mini 1000.px | max 2000.px

Respect the homothety: 16: 9



For presentations:

PPT and PDF formats cannot be read on the web, you have to do the manual work of cutting slides into JPEG images

See constraints «posters»

Respect the homothety: 16: 9

<https://www.visite-virtuelle360.fr/visite-virtuelle/171110-UPMC/tour.html?startscene=14>

Visit counter

Dynamic text display, up to 999,999 visitors