Displayground innovation showcases winners

A simple "hand gesture" activated the amazing stories of Australasia's highest achievers in the events and expo sector when Sydney start-up technology company, Displayground showcased its latest gesture responsive screen technology.

Guests at the Exhibition and Event Association of Australasia's (EEAA) 2016 Awards for Excellence held as official pre-opening test events at the new International Convention Centre Sydney (ICC Sydney) were treated to a sneak peek at the future via a giant gesture responsive screen activation by Displayground.

The installation set in a six metre wide Fabframe wall was located in the reception area of the new venue's gala ballroom. Guests had fun interacting and engaging with the screen content via gesture control – controlling the content via a swipe of the hand – which featured high impact visuals and highlights from this year's awards submissions.

Nigel O'Connell, founder and director of Displayground, said it was an honour to partner with the EEAA for its most prestigious night of the year.

"Our new technology allows audiences to engage actively with the onscreen content and this was an ideal showcase for this capability," he said.

"Choose your own adventure storytelling is a great way to give audiences an interactive experience exploring content.

"People are used to touching screens on their devices and finding relevant information quickly. Our technology allows this style of self-directed engagement to take place in big live consumer facing environments such as events and exhibitions.

"The EEAA awards night was a great platform to show off the technology's capabilities because guests were able to access detailed information previously unavailable at the ceremony due to time restrictions. We predict there will be a lot more personalised digital experiences as our industry embraces the engagement era."

EEAA chief executive, Joyce DiMascio, said the association wanted to recognise the achievements of all finalists in the EEAA Awards and Displayground helped to put the spotlight on their stories.

"The new interactive media wall technology allowed guests to browse through the different categories and learn more about those who were in the running to win an award. This added a new dimension to the EEAA Awards for Excellence which was well received by attendees."

During the night, the Displayground installation was updated to highlight the winners and highly commended in each category so guests could revisit the shows, products and teams recognised by the EEAA's judging panel.

Comments

0 comments

0 Comments   Sort by   Oldest

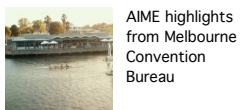 Add a comment...

Facebook Comments Plugin

Latest Media

AIME highlights from Melbourne Convention Bureau

(micelive/?vidname=aime-highlights-from-melbourne-convention-bureau)

AIME 2017 in one minute

Key sections

Subscribe
(http://www.mice.net.au/subscribe/)
Issues (/issues/)
e-news (/enews_issues/)
eMag (http://www.mice.net.au/emag/)
Advertising
(http://www.mice.net.au/about/advertising/)

About us

About micenet
(http://www.mice.net.au/about/about-micenet/)
The team (http://mice.p4.sol1.net/team/?country=Australia)
Advisory Board
(http://www.mice.net.au/about/advisory-board/)

Follow micenet

Facebook
(http://www.facebook.com/micenetmagazi /)
Twitter (http://twitter.com/micenet/)
Instagram
(http://www.instagram.com/micenet/)
Pinterest (http://pinterest.com/micene
LinkedIn
(https://www.linkedin.com/company/micen australia/)
Youtube

(micelive/?vidname=aime-2017-in-one-
minute)

(http://www.youtube.com/user/micenetma
zine/)