

PROJECT 24 SHOWCASE



Before installation



During installation



Finished display area

Project Name:

AT&T U-Verse Challenge Campaign Displays

Specifications:

Components: Main challenge booth header and footer
 Various floor graphics
 Various podium wraps
 Set-top box displays
 Window clings

Production: Solvent and UV printing on styrene, adhesive vinyl,
 block-out window cling, floor graphic lamination,
 CNC digital die-cutting

Installation: On-site installation in (3) hours

Quantity: Up to 2,700 stores nation-wide

Why We Do It Better:

- Complete turn-key solution — from pre-planning to final installation
- Curved challenge header to be installed over existing dimensional letters and to be removable after marketing campaign, utilizing our exclusive build-up gap system
- 21' long one-piece seamless graphic on rigid styrene
- Slip-resistant floor graphics to comply with store safety guidelines, yet providing vibrant graphics
- Exceptional print quality with long term fade resistant inks
- Double-sided window clings with micro-channel adhesive for bubble-free dry installation
- CNC digital die-cut all pieces to exact shape and size