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SONY PICTURES PUTS EXPO ATTENDEES "IN THE MOVIES"

Dimensional builds crowd-pleasing facsimile of studio lot.

What do most of us know about the movie business? Only what we see on the screen and read on the gossip pages...and TMZ.com. But for Sony Pictures, the movie business is far more than movie production. Now, product placement and merchandising and societal icon-building are central to their success.

That was their overarching story for the international licensing crowd. So we installed a scale model of the sprawling Sony Pictures Studios compound in Culver City, CA...right down to the famed Sony Water Tower. They could hold 17 different sales presentations at once, each with full digital-media support - in other words, business as unusual.

Client: Sony Pictures
Project: 2008 Licensing International Expo
Location: Jacob K. Javits Center, New York City
Design: Sony Pictures
Total Floor Space: 3,750 sq.ft.

Photo attachment on page 2

Dimensional Communications Inc. creates visitor experiences - trade shows, retail displays, museum exhibits, corporate interiors - that help our clients connect more productively with their customers.

These are high-impact moments that can only happen in immersive environments. With our full-service process, we make memorable customer experiences while making the client experience unexpectedly satisfying and cost-effective.



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