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# **BOLD, CLEAN DESIGN MAKES METROLOGIC BOOTH EASIER TO SCAN**

**Easier to deploy and manage, too.**

Bar code scanners are like paper clips: plain, unassuming, yet absolutely indispensable to the retail business. But even a behind-the-scenes product must make the most of its moment in the spotlight. So we gave their booth a clean, bold design - in keeping with their status as a market leader.

An additional design challenge: Metrologic has nearly as many different models and configurations of product as there are types of retail businesses - which meant that they have a lot of wires to hide when showing their full product line. Yet they self-managed the exhibit, so needed simple assembly. Done, and done.

Client: Metrologic  
 Project: National Retail Federation Show  
 Location: Jacob K. Javits Center, New York City  
 Design: Dimensional Communications Inc.  
 Total Floor Space: 600 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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