

Project Profile

HIA Home Show

Darling Harbor Exhibition Centre 2011

LIQUIFI

Liquifi Product Portfolio Official Launch



Highlights

- Built In Series of Waterproof Televisions
- Elements Series Outdoor Waterproof Televisions
- Custom Mirror & Vanishing TV Solutions
- Kitchen Flip Series LCD Television
- Over 20,000 printed brochures
- Free 19" waterproof TV giveaway
- Free Liquifi clock with all purchases made at the stand over the weekend

The Challenge

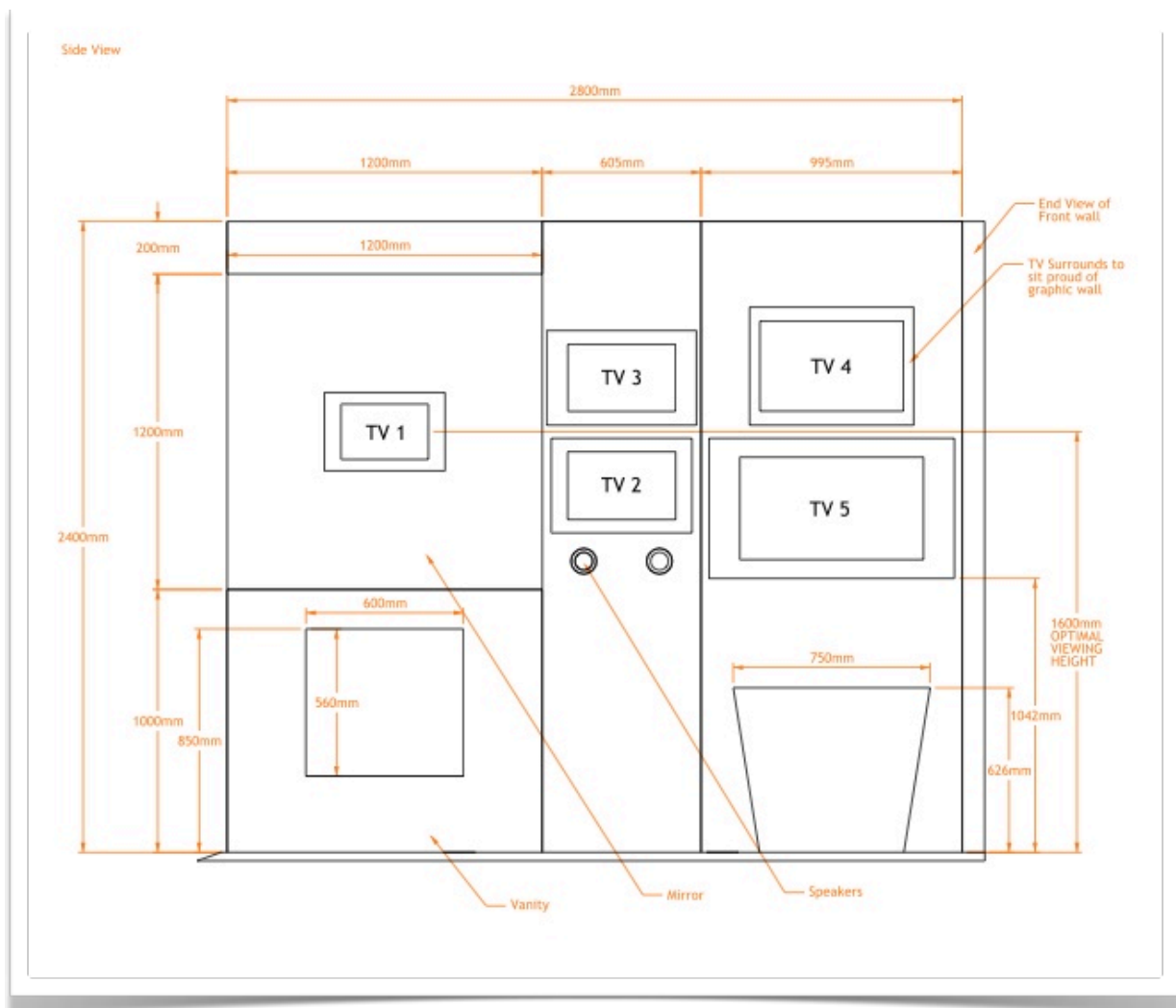
Liquifi was given just 2 months to build and exhibit at the much anticipated HIA home show in Darling Harbour, Sydney. Liquifi felt it was time to shine, and when the hammer went down the team @ liquifi got straight to work.

The Process

Liquifi saw a great opportunity to showcase their entire product portfolio. the HIA home show had never exhibited such an amazing array of new technology and Liquifi was the perfect brand to do this. A 6m x 3m stand was the perfect space to start rolling out its products for customers to interact with, but also get a feel for who and what Liquifi are.

The Design & Final Solution

The 3m back wall comprises of a total of 5 waterproof televisions, a bathtub and a vanity. The custom mirror and TV sat on top of the vanity with the 32" and 26" mirror TVs above the bathtub.



At a glance



Printed 20,000 of these



55" Full HD LED TV, ultra bright panel exhibited



Steven Cuda, Managing Director interviewed exclusively by HIA



32" Full Mirror part of the built in series waterproof televisions



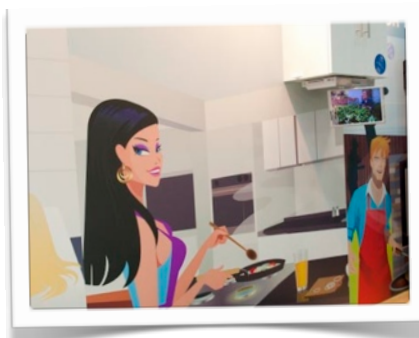
Custom mirror and TV



55" Elements series, side profile



Launch of the 15.4" kitchen flip LCD TV



Decals



Free Liquifi clock for all purchases made at the stand over the 4 day event.

Contact

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