



LONDON 2018 **LIVE**  
NEC SHOWCASE

Orchestrating a brighter world

**NEC**

Impressions **24:3**

**00:45**

## NEC Showcase 2018 **LIVE**

### Signage Innovation for an 'available now' world

Today we are surrounded by instant visual communications, informing while we wait, guiding as we travel, attracting or enticing us to dine, shop or simply making our business day more efficient. The NEC Showcase is the essential destination to get hands on experience of tomorrow's display solutions from the partners leading the future of signage.

**When:** 16<sup>th</sup> - 17<sup>th</sup> May 2018 **Where:** Victoria House, Bloomsbury Square, London WC1





Since its inception in 2008, the Showcase has grown from 150 attendees to 1,500 in 2017



Impressions **24:7**



**REGISTER NOW**  
at [www.showcase-nec.com](http://www.showcase-nec.com)  @NEC\_Display\_UK  
#NECShowcase

16<sup>th</sup> - 17<sup>th</sup> May 2018  
Victoria House, Bloomsbury Square, London WC1

Join the NEC Showcase LIVE 2018 in London and experience a day in the ever-present 'Digital World' we live in.

#### COMMUTE

Experience the sights and sounds of the underground, swipe your entry ticket at the turn styles and make your way down to the platform. Digital signage confirms your train as you experience DX3 Cross Track projection, 'Hello London!' Ensuring your safe travel, your smooth journey to work is carefully monitored in the control room.

#### GRAB 'N' GO

There's always time to grab a coffee and a bite to eat on your way to your meeting!

#### MEET

It's your first appointment of the day. LED signage welcomes you at reception as you make your way to the huddle spaces. Collaborative

tools and video conferencing facilities ensure a productive meeting followed by an impressive client presentation in the boardroom. Meanwhile, keep track of your staff via the beacon technology heat map.

#### DINE

Quick bite to eat? The digital menu boards help you to make your selection, what's the special of the day? You can place your order via the touch screens. Grab a paper from the newsstand, take a seat and catch up with colleagues.

#### SHOP

As you wander down the high street, DooH totem displays attract your attention whilst High Bright store front signage entices you into the shops. Smart retail signage engages your senses. POS projection delivers the information you need to make the right purchase.

#### WORK

It's back to the office for a brainstorming session with your colleagues. The meeting rooms are kitted out so you can access the expertise you need and work together on your designs. Using holographic projection you can envisage your ideas taking shape, full-sized!

#### LEARN

Take a seat in the auditorium and join the conference. Our key note speakers and industry leaders discuss key issues affecting the industry today. Live streaming and lecture capture ensure you can revisit the material when it's convenient for you.

#### OUT 'N' ABOUT

LED signage tempts you to play for your popcorn, you'll need it for the latest cinema blockbuster! Join the virtual world for a calming VR experience to relax at the end of your day.

#### 10 years of Showcase!

The NEC Showcase has flourished, becoming a recognised industry event well known for its invaluable hands on experience and rich networking opportunities.

Unlike other shows, Showcase is not vendor driven. Through partnership and collaboration, we present applications in a realistic setting, enabling visitors to experience how a solution will work in real life, in a typical environment. Showcase is the ideal opportunity to assess your organisation's digital identity and discover ways to add power, impact and efficiency.





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20:00



'The overriding USP of the Showcase is that it is an Experiential show'

Ian Gobey, General Manager NEC Display Solutions UK

## AGENDA

### Wednesday 16<sup>th</sup> May

9:00	Showcase Opens
10:00	Guided Tour
11:00 - 13:00	Lunch
12:00 & 14:00	Guided Tours
17:00	Showcase Closes
17:00 - 20:00	AV Magazine Drinks Reception at Showcase Venue

### Thursday 17<sup>th</sup> May

9:00	Showcase Opens
10:00	Guided Tour
11:00 - 13:00	Lunch
12:00 & 14:00	Guided Tours
17:00	Showcase Closes
17:00 - 20:00	AVIXA Drinks Reception , Fields Bar and Kitchen, Lincoln Inn's Fields, WC2A 3LI

## CONFERENCE PROGRAMME

### Wednesday 16<sup>th</sup> May

11:00 - 12:00	Round Table Owen Ellis, AV User Group	Adopting new technologies, how to invest with confidence
15:00 - 16:00	Round Table Clive Couldwell, AV Magazine	Demystifying LED, an increasingly compelling digital medium.

### Thursday 17<sup>th</sup> May

11:00 - 12:00	Conference Gary Kayye, rAVe Publications	The emergence of the collaboration Board in Huddle Spaces
15:00 - 16:00	Conference Gary Kayye, rAVe Publications	Rumours of the demise of the projector have been greatly exaggerated: The Future of Projection

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