



"Skyline has brought Fujitsu branding to a higher level."
David Crume

Admiration Leads To Sharing

Fujitsu Computer Products of America, Inc. (FCPA) made a big splash at the Consumer Electronics Show in Las Vegas, and suddenly other Fujitsu divisions wanted to utilize the bold exhibit structure with reach-for-the-ceiling graphics.

"The exhibit opened eyes in other parts of the company," said David Crume, trade show and marketing project manager. "Other divisions were so impressed that they wanted to borrow it from our division."

"Overall, it's very impressive, very versatile and very helpful," said Crume. "This exhibit enhanced Fujitsu branding as a modern, consumer-oriented, technology-driven company."

The exhibit helped generate more sales leads and media coverage than in previous years. Furthermore, the exhibit's versatility met changing needs and made it convenient for other divisions to use.

"Skyline has brought Fujitsu branding to a higher level," said Crume. "The design conveys a larger presence within a limited space, which got the attention of a lot of people."

Name

Fujitsu (FCPA)

Primary Business

Computers, Electronics
& Technology

Exhibit Size

20' x 40'

Products / Services

SkyTruss®
Engage®
Fabric graphics
Custom

Key Objectives

Design
Merchandising
Lower operating costs
Flexibility