

# TRADE SHOWS & ENVIRONMENTS

Client: Sony Electronics

Project: *Do You Dream in Sony?*



## **The Program:**

Create a total “experience” for Sony digital imaging products at the annual COMDEX convention in Las Vegas.

## **The Challenge:**

Sony asked CBC to create a presentation that would draw in attendees on the busiest show floor of the Las Vegas convention year. With every electronics industry competitor close at hand, the Sony Theater had to provide a memorable and product filled visual experience.

## **The Solution: “Do You Dream In Sony?”**

The Sony Theater at Comdex provided the audience with a high impact show that drove home the Sony product messaging. The audience entered through a passageway that then was closed off by a drop down screen as the lights dimmed, providing the third screen in a three screen presentation. At the climax of the film, five more discreet channels of video came alive on 40 monitors embedded in the theater floor. “Do you Dream in Sony” was shot on 35mm film and also combined two and three dimensional animated sequences. The film showcased the use of Sony digital imaging products and how they enhanced a modern life style.

## **The Result:**

The Sony Theater was the hit of the show, and contributed to Sony’s ongoing reputation as a leader in the world of digital imaging.

