

Latest Industry Expo show sees new stands and features added

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The world's first fully 3D navigable virtual exhibition has renewed its trade show floor. Highlights of the Q2-2021 update include the integration of Zone 2 into the main hall for easier visitor navigation and impressive new stands from companies such as Cognex and Wittenstein.

The completely online Industry Expo show has achieved another first by integrating the entire show into one navigable space. Previously the show was split between Zone 1 and Zone 2, but updates in 3D render technology have allowed an even larger show to be rendered out as one hall. This makes visual navigation easier for all visitors, allowing for faster movement around the main hall. There is also an easy-to-use map view that lets users click on the exhibition area they want to explore.

This renewal has allowed stand developments such as adding servo motion control specialist Elmo to the front row and launching a striking yellow and black stand built for machine vision specialist Cognex. Other updates include a new press office and access to the co-located MachineXpo exhibition hall.

Industry Expo is also opening its doors to trade associations and other organisations, to offer a virtual venue for online meetings and conferences. Support services such as filming, pre-recording, streaming, registration, event management, and 3D environment building are all available. "Many people have missed out on

AGMs and conferences throughout the pandemic,” says Nigel Borrell at Industry Expo, “Online events hosted on our virtual platform can bridge the gap between fully digital and hybrid events, and enable organisations to bring people together in a way that balances their needs and personal comfort zones.”

To find out more check-out www.industryexpo.online

Image captions:

Image 1: The world's first fully 3D navigable virtual exhibition has renewed its trade show floor.

Image 2: Launching a striking yellow and black stand is machine vision specialist Cognex.

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About IndustryExpo Virtual Exhibition

www.IndustryExpo.online Virtual Exhibition is an industrial trade fair that hosts a range of exhibition stands from SMEs to market leading brands. The platform works the same way that a live exhibition does, except that you can visit at any time, from anywhere. The hall and all the stands are rendered out to real physical dimensions. As a visitor, you are able to explore the hall in the first person or shortcut to the exhibitors that interest you using an interactive floorplan or exhibitor list.

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