

Bay Networks/Nortel Networks

Trade Exhibit



Exhibit Design: FolioGroup



The Available Light Difference **Collaboration**

Intense collaboration between Client, exhibit designer, marketing agency, A/V producer, and Lighting Designer yields a guest experience that is greater than the sum of its parts. The heart of this major exhibits program is the product presentation theatre—each successive exhibit installation is a new and innovative multi-media rich experience that tells the story of new products and technologies.