

Teradyne

Trade Exhibit



Production Design: FolioGroup



The Available Light Difference **Solutions**

The problem: Visual Cacophony! Faced with too much product information to present meaningfully in traditional 2D graphics, Teradyne turned to Available Light for a solution. We developed a kinetic text messaging theatrical lighting system to project product logos and marketing text in a coordinated, readable and timely fashion. This system allows booth visitors to “absorb” the

message while being entertained. With additional layers of color-morphing fields of light and property-wide textural pattern projections we have created a “friendly” technique for delivering a disproportionate amount text-based information that is dynamic and exciting.