



## Cooper Lighting Wins Lightfair 2006 Best In Show

*Lighting fixture manufacturer requires an interactive tradeshow experience for the industry's largest exhibition. EchoViz, with partners Czarnowski Exhibit Services and Engage, Incorporated, collaborate to create an award winning experience.*

### Situation

Historically, Cooper Lighting's approach to exhibiting has been through the use of minimally interactive displays organized around specific product lines or internal brands. Every display was an island only loosely connected visually and thematically to the other displays. Further, the displays were often crowded with products creating a lack of visual focus for attendees.

For 2006, Cooper Lighting desired a new approach for their exhibit environment. The EchoViz team was tasked with building an eye-catching, highly interactive "solutions-based" environment for Lightfair 2006.



"Lightfair has always been a challenge to manage from my point of view, and even though last year's booth was the largest undertaking we have ever done, I thought it ran extremely smooth because of EchoViz's management," said Seth Hall, Trade Show Manager for Cooper Lighting. "The entire team was involved in every aspect of the booth from design, to implementation, to set up, I felt that the whole experience went as well as it could have because EchoViz was involved

from step one and in return made my life easier because of their involvement."

The exhibit created an environment that showcased eight main lighting solutions: healthcare, retail, high-end residential, commercial/education, energy solutions, hospitality, outdoor area lighting and outdoor garden lighting. The shift from a product/brand approach to a solutions-based approach was designed to promote cross-selling among brands and even among the offerings of other Cooper companies, creating a complete turnkey lighting system package for the customer.

As Lightfair approached, Cooper Wiring Devices was preparing to launch a new, radio frequency controlled series of receptacles and switches. EchoViz worked with Cooper Lighting and Cooper Wiring Devices to incorporate the new Z-Wave Control switching system into the Lightfair exhibit, symbiotically helping to the launch the Z-Wave Control product line for Cooper Wiring Devices.

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### Action

The Cooper Lighting Lightfair exhibit structure, constructed by EchoViz partner Czarnowski Exhibit Services, encompassed two adjoining 30' x 50' spaces with a 10' aisle running through the middle of the booth. The exhibit was built with standard exhibit construction practices: wood, laminate, tension fabric, steel and aluminum. Along the four 30' sections of the exhibit floor plan were the four main 10' x 30' inline lighting solution vignettes: healthcare, commercial/education, high-end residential and retail. The middle sections of the 50' outside walls showcased the energy solutions and hospitality areas. In the center of the exhibit, along the 10' wide aisle, were the outdoor area lighting and outdoor garden lighting solutions areas. The end result was an encompassing exhibit space

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designed to demonstrate the ability of Cooper Industries to provide a complete solution for lighting, wiring and switching. The structure was designed to act as a shell, allowing different solution vignettes to be interchangeable for future shows.

Each of the solutions vignettes demonstrated the lighting fixtures in actual applications, showcasing the lighting solution, the fixtures used and the switching system. Each of the four main vignettes was accompanied by a computer station, highlighting the fixtures and specifications that interacted seamlessly with the Z-Wave Controls for the vignette. The Z-Wave Control system allowed each vignette to be lit in zones, displaying several distinctive lighting solutions in each vignette. This allowed customers to dynamically experience different lighting solutions within each vignette, based on their own interests. The comprehensive story provided the sales force and product managers with a single script for how each solution was created and provided a uniform story about how Cooper Lighting could help its customers. A display of this type was a first for Cooper Lighting, and allowed customers to be educated as if they were visiting The Source, Cooper's continuing education facility.

EchoViz was responsible for the booth and vignettes as well as the multimedia plasma screen presentations, the Energy Solutions Calculator demonstration, on-site Internet-based 'Voice of the Customer' surveys, and most importantly, the interface design of the Z Control wireless lighting control system.

Turnaround time for the wireless interactive kiosks was extremely brief, since many of the fixtures controlled by the interface were prototypes and not yet available. EchoViz, with programming partner Engage, Incorporated, created the multimedia application, tying together the innovative lighting controls with cutting edge renderings within a user controlled, Flash driven Graphical User Interface. The application allowed booth visitors to change various lighting scenes simply by clicking through the application's user interface via a touch screen.

As part of the Lightfair rollout, EchoViz also assisted in updating the Lumiere, Corelite, Farallon and Healthcare brand websites for Cooper Lighting as well.

## Result

Echo Visualization and Cooper Lighting received 'Best in Show' honors at Lightfair 2006 in Las Vegas by unanimous vote of the judges for the design of the Cooper Lighting exhibit. This is the first time that Cooper Lighting has ever garnered 'Best in Show' honors at Lightfair.

Not only was the exhibit a huge success for Cooper, cost savings will be notable at future shows through the use of the existing components and the ability to interchange new and existing vignettes within the overall exhibit framework. This display will give Cooper the ability to showcase new products to approximately 50,000 customers over the next two years, and the exhibit components can be reused at different tradeshow for the next three to five years. Additional savings will result from the modular design of the Lightfair exhibit, allowing component portions to be reconfigured in the future for use at smaller tradeshow.

"The result from having EchoViz involved was the best booth at the 2006 Lightfair and being able to show the attendees all the 'lighting solutions' we had to offer, which has always been a challenge in the past," said Hall.

Lightfair is the world's largest and most comprehensive annual architectural and commercial lighting conference.

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## About Echo Visualization

Echo Visualization, LLC, (EchoViz) is a boutique interaction design & user experience consultancy with a strong background in industrial design, user-centered design, research, and brand management. We provide a wide spectrum of services including business analysis, digital strategy, user research, information architecture, interactive media, graphic design, data visualization, early stage concepting, interactive prototyping, animation, software development, implementation and QA testing. Throughout our work, we use established design strategies and advanced visualization techniques to engage customers and build brands. We are big thinkers and talented designers who strive to make an emotional connection with users by eliciting desire and delight with the interfaces we design.

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