

Virtual trade booth created by Addvideos for Refratechnik Holding GmbH

About Refratechnik Holding GmbH:

Their group of companies has a worldwide setup and develops, manufactures, and installs high-grade refractories for high-temperature industrial processes. As a systems supplier, they offer customized and all-inclusive refractory solutions for all major industrial sectors.

About AddVideos:

AddVideos based in Germany is a team of creatives offering eye-catching and informative solutions, which include virtual booths, virtual digital spaces, panoramic tours, real time animations, and video production services, everything to attract attention and generate business. AddVideos understands the applied value of quality content and outstanding presentation and has extensive experience working with international companies of all sizes and sectors that target deeper marketing reach.



Characteristics:

Virtual booth
with customized
CAD-design

Special options:

- Live chat
- 3D-product
integration
- Actress video
presenter

Use:

- Digital events
- Live events
- Client meetings
- Via conference
calls

Example:

<https://refrat.boothoster.com/>

Why did the client opt for virtual booths?

Event cancellation was an opportunity for Refratechnik Holding GmbH to question their past participation at events that were expensive, logistically-challenging, and environmentally-harmful. In contrast, virtual booths allow the client to present its product range remotely anytime and anyplace. The 3D integration of machines enables the company to clearly showcase products and technology to existing and potential clients around the world. Simple, seamless and effective.

How does the client use virtual booths?

Refratechnik Holding GmbH decided to first leverage it during the ECTS Virtual Ceramic Technology Exhibition, which took place digitally in June 2021. This was a great add-on and major differentiator from all other digital exhibitors (which only had an old-fashioned company profile page to promote their range). The client plans to continue using virtual booths at other online events in coming months.

Between online events, the virtual booth can also be accessed online by employees and blue-chip clients (username and password required). Sales reps also show clients their digital tour on tablets at live events – avoiding high exhibition costs. Their HR department has also been leveraging this virtual booth to hire new employees: presenting a contemporary and forward-looking company image to attract job candidates.

Why 3D-product integration?

The client wanted to realistically show how its product looked and the various applications. We converted their *.3mf data (3D Manufacturing Format) into 3DS Max, that was enhanced with realistic and accurate textures.

Why Video Presenter?

First impressions count. Exhibitors use attractive and knowledgeable staff to welcome visitors at live exhibitions, so why not do the same for online events?

Refratechnik Holding GmbH also embraces a friendly video presenter because it makes “an exhibition stand look more real” and “visitors feel happier with a customised welcome”.