



CT LOOKS INTO THE FUTURE AT CES 2016



photo: www.keller-fotografie.de, AUDI AG

CT partners with several exhibitors at the 2016 Consumer Electronics Show including providing equipment and technical support for Audi's futuristic exhibit.

From January 6 through 9th, all eyes were on Las Vegas, Nevada; the site of CES, the world's largest consumer electronics show. More than 170,000 industry professionals came to view the latest innovations and future trends, presented by 3,800 exhibitors utilizing more than 2.47 million square feet (230,000m²) of exhibition space.

Emerging innovation was at the heart of this year's show. This was reflected in the appearance of both the architecture and the equipment utilized in the exhibition stand. The presentations and the audio visual technology used were important components that integrated into the exhibition and the stands concept. In addressing this challenge, Audi relied on Creative Technology's expertise to help achieve the visuals of the futuristic stand and the press conference by incorporating 58m² of dazzling LED and audio visual technology.

In addition to Audi, Creative Technology provided equipment and technical expertise for numerous clients at CES including Ford, Volkswagen, Belkin, Broadcom, RDEM and Havas Worldwide.

About Creative Technology

CT is one of the world's leading suppliers of specialist Audio Visual equipment to the sports, corporate, exhibition and entertainment industries. CT's bespoke events staging services bring together advice, support and equipment of the highest quality, providing everything from large screen displays to content delivery systems.

Further information about Creative Technology is available at www.ct-group.com