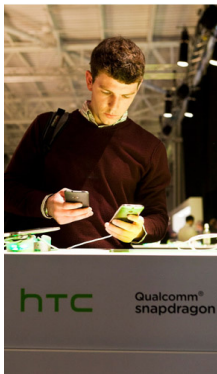


HTC PRODUCT LAUNCH

HTC launched the brand new, award-winning HTC One at Olympia West.

Event Type: Trade
Visitors: 900

Venue: Olympia West
Organiser: SSG Create



HTC, the global mobile phone manufacturer, selected Olympia London as their venue of choice to launch their flagship product: the all new, award-winning HTC One. Olympia West, just one of seven spaces at Olympia London, has been recently refurbished and provides the ideal blank canvas for product launches.

SSG Create, the organisers of the HTC launch, were seeking a neutral platform in which they could create an exciting 'visitor experience'. Olympia West was able to deliver with its 7,688m² of flexible and independent space that allowed for a stunning and minimalist finish to the event.

Olympia West was transformed so that visitors could be taken on a journey from beginning to end; anticipation was built through a blackout walkway to the main theatre, dotted with spotlights and glowing in the HTC green hue which lead to the fresh and contemporary auditorium where the HTC One was officially introduced to the industry's finest. To round off the experience, a separate space was dedicated to showcasing the new phone where guests were encouraged to try out the new device, ask questions to the HTC experts and experience the audio perks to the product in the dedicated sound booths.

Oksana Koval, Director at SSG Create said:

"We needed a modern venue for a modern brand and Olympia West fitted this bill perfectly. This event had so many elements that needed to be considered; from a dedicated and exciting entrance to a substantial staged theatre and an interactive experiential space. The venue worked perfectly to suit each of these aspects and the fact that it was a blank canvas when we arrived meant we could truly make the space our own."