

GEMM PRODUCTIONS' DYNAMIC PRESENTATION OF THE SPORTS SIMULATOR AT THE IAAPA MIDDLE EAST EXPO

Gemm Productions recently showcased their Sports Simulator software at the 2024 IAAPA Exhibition with remarkable efficiency and innovation. Their approach not only captivated attendees but also demonstrated a cost-effective strategy for exhibitors. The centrepiece of their presentation was the latest Sports Simulator Promotional Video, displayed on a large-scale screen. This dynamic visual immediately drew the attention of visitors, effectively showcasing the software's capabilities and engaging features. Accompanying the video, Gemm Productions used large-scale signage, creating a visually striking and informative backdrop. The setup included the Sports Simulator Software running seamlessly on a laptop connected to a touchscreen. This smart configuration allowed the laptop to be discreetly hidden, enabling operators to interact with the touchscreen display, guiding visitors through the software's extensive features. The Sports Simulator software boasts an impressive array of over 60+ sports, 1,500+ challenges and more than 3,500+ stadiums. This extensive range was effectively demonstrated through the demonstration program, allowing visitors to easily explore the vast options available. Gemm Productions' approach at IAAPA 2024 highlighted a significant advantage - cost-effectiveness. By opting for a presentation-style stand, they were able to save considerably on stand space. This strategic choice meant that their annual exhibiting budget could be stretched further, allowing them to exhibit at more exhibitions and locations throughout the year. This not only reduces costs but also maximises exposure and engagement opportunities. Click to View the Sports Simulator Blog.

