

Volvo C30 NADA Event




Display the new Volvo C30 at the 2007 National Automobile Dealers Association Reception even though a physical car was not yet available

Solution: Utilized the viZoo Free Format™ solution at the event to showcase the Volvo C30, still in production, as if it was there on stage

A Free Format™ event solution was placed on a balcony overlooking the guests of a reception at the NADA conference in Las Vegas. Guests experienced a loop of HD, CGI content featuring the new Volvo C30. The event also included an address by Anne Belec, President and CEO of Volvo Cars of North America.

Location: 2007 NADA Conference Reception
The Moon Nightclub, Palm Resort, Las Vegas

Scale: Over 300 guests attended this high profile, distinguished event

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