

THREADING THE NEEDLE
CREATIVELY

Masimo



PROGRAM GOALS

Create modular physical exhibits that reduces its carbon footprint.

Build a virtual environment that could be used at a variety of shows.

Scalability, flexibility, and adaptability of physical and virtual exhibits.



Hospital Automation is Here.



Culminating in a
Comprehensive, Personalized,
Continuous Patient Score

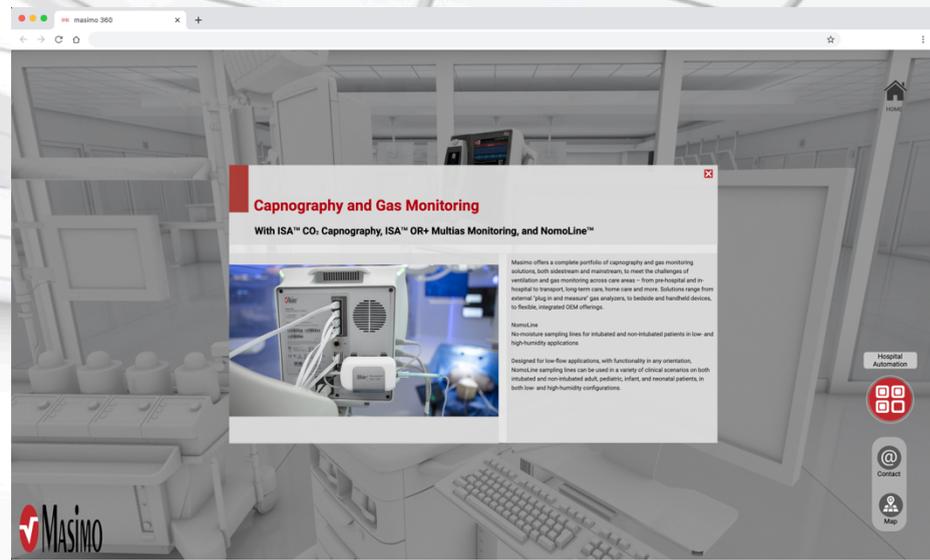


New custom modular exhibit – ships in one 55' trailer

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Smaller modular island booth



Virtual surgical suite

RESULTS

New booth met sustainability goals and was delivered on budget.

The virtual environment took audiences on a journey that represented and communicated the important interconnectivity of Masimo's patient monitoring systems. This initial phase achieved their short-term goal of being able to connect with key opinion leaders in a virtual world.

Phase II: A Virtual Hospital – an expansion of the virtual journey within an entire virtual hospital setting as well as deployment to field sales.