



# product launch

Do you have a special product that you need to launch into the market place or is it an internal release? Are you trying to catch the eye of potential buyers in a certain market segment?

Once a product is developed, the launch becomes the critical step to its success. The product launch process must address all the steps necessary to start volume production – one of these steps may be a show or demonstration that requires the use of Audio Visual.

## What can **selectAV** do for you?

**selectAV** will help to reinforce branding, add to public awareness and provide professional unified results for your next launch or re-launch.

### Lighting Systems

If you go to the effort, you will be rewarded – lighting is no exception.

There is no better way to make your product look better than it already is – lighting will help you accentuate the parts you want to show off and perhaps help hide the parts you don't want to see. **selectAV** will design a lighting show to suit the product and maintain the infrastructure behind the show. We can supply generators and power distribution should it be required.

### Rigging Systems

Do you need to hang it...fly it...or spin it? Talk to **selectAV** about the venue restraints and what to use to launch a jaw dropping show.

### Audio Systems

It is amazing what a quality audio system will do at a product launch.

It should go beyond a public address system and connect the audience with the product. Whether it's a thunderous low end vibration or a piecing high end effect... why not talk to **selectAV** about the best way to extract this from your audio system.

### Vision Systems

Vision signals supplied to projectors or flat screen technology require careful planning.

Large screens are a fantastic way to demonstrate a product when it is impractical to have it live at the launch. Large pieces of machinery, trucks and plant equipment are just some of the products that may be impossible to bring into the chosen venue. Maybe it's a concept under development or perhaps you need a camera to show off a certain feature of your new widget, regardless, you simply must use the power of the eye to sell your product.

Successfully launching new products gets tougher every year. In the past decade, the number of new consumer products hitting the shelves has skyrocketed, making it more difficult for new products to win consumer attention.

Why not talk to **selectAV** about a product launch or audio visual display to give your product the best chance in a tough market.