



CASE STUDY

Driving Trade Show Engagement Through Augmented Reality

INTRODUCTION

Our client, an established automotive parts brand, was preparing for a major industry trade show and sought to modernise how its products were presented.

Static displays and printed catalogues no longer reflected the innovation the brand wished to communicate.

A high-impact Augmented Reality (AR) experience was required - delivered within a fixed public deadline.

THE CHALLENGE

The brief demanded specialist immersive technology capability, advanced 3D modelling expertise, seamless mobile deployment and reliable live exhibition performance - all within a compressed timeframe.

The solution needed to extend beyond the event itself, transforming how customers and partners explored products for training, sales and ongoing engagement.

Failure to deliver would have impacted a high-profile public launch.

THE SOLUTION

Prospectus IT Recruitment brokered the strategic introduction between the automotive brand and an immersive technology specialist, and secured an experienced AR contractor to lead technical delivery.

By aligning commercial objectives with specialist capability, execution progressed at pace without increasing permanent headcount.

The solution delivered:

- Interactive 3D models of premium automotive components
- Real-time scaling, rotation, and placement within physical environments
- Educational overlays highlighting product features and specifications
- Seamless functionality across mobile and tablet devices
- Stable performance within a live exhibition environment

THE RESULTS

The AR experience was successfully launched at the trade show, delivering a high-impact, immersive product showcase.

It engaged hundreds of visitors across the exhibition period, driving increased on-stand dwell time and deeper product interaction.

The solution strengthened brand differentiation within a competitive exhibition environment and established a digital platform capable of supporting continued product innovation beyond the event.

See it in action: [CLICK HERE](#)