

# INTRUSION.COM

# STUDIES CASE STUDIES



### Case Study

**Company:** Intrusion.com  
**Display:** 10'X20'  
**Price:** Budget \$40,000

**Need:** Intrusion.com was looking for a new mural to showcase their internet security product suite. The goal was to create a high-tech image that could be used for many applications and formats. The images used would need to reflect the benefits of the products without literally representing any of the actual products. This would prevent the mural from being obsolete by product changes. TTG was also asked to provide a design for a demonstration kiosk that would be used in conjunction with the backwall exhibit. Three units would be used in the 10x20' configuration.

**Solution:** The backwall image was comprised of various photos representing security and investigation arranged in a "building blocks" motif over a large background image of a metallic globe. The singular background thought helped to define the entire 10x20' space and allowed the space to appear larger than it actually was. Pre-fabricated metal truss was utilized as the framework for the workstations. Simple baseplates and cantilevered keyboard shelves added stability and functionality without bulk. Custom logo caps were added to the top of each demo station for branding reinforcement.

**Benefits:** Name recognition  
 Large graphic presence  
 Multiple product demonstrations  
 Open feel in a smaller floorspace

if you can  
 capture   
 AN EYE...  
 you can OPEN  
 a mind

