

New York Trade Show Exhibit Designer Develops Interactive Display In Downtown Disney For Polar Loop

Skyline specializes in trade show displays in New York.

HAUPPAUGE, NY, USA, January 13, 2014 /EINPresswire.com/ -- [Skyline New York](#) had a challenge in front of them. Develop an interactive display for Polar Loop at one Polar's largest specialty accounts, located in Disney World's Downtown Disney. Polar presented their creative vision and

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Skyline New York was to bring their vision to life. The display had to be freestanding, 100% interactive and function as a merchandising display, all in a 48"x48" footprint. The New York trade show [exhibit designer](#) rose to the challenge and developed a walk-through display that conveys the Polar Loop story while providing ample room for hands-on demos of the product at Fit2Run in Downtown Disney.

Polar Loop is a newly designed 24/7 activity tracker. The product represents Polar's first entry into this growing

market. The device is discreetly worn on the wrist and works with Polar's web-service, mobile connection and interface app to track the user's daily activity.

"The Polar Loop is a new product, so they needed a display that would grab attention, provide space for product demonstrations and showcase merchandise. Added to the challenge was the small footprint and distinguishing the Loop from similar products on the market while maintaining brand integrity," explained [Robert Watson](#), President of Skyline New York (www.skylinenewyork.com).

The exhibit was also intended to support the opening of the Polar Loop account's eighth retail location. Many of Skyline's trade show displays in New York are freestanding and interactive, which made Skyline New York a natural choice to construct Polar Loop's display.

The end result was a free-standing loop-like structure that mimicked the device's own sleek black coloring with red LED lights. The inside featured a large monitor, which told the Loop story and an iPad with several interactive features to showcase the product. A motion sensor started the

Loop video every time an end-user walks into the display, with merchandise available for purchase making up a portion of the display's loop wall.

"The Polar Loop display is the perfect example of how Skyline New York works closely with our clients creative vision and develop a display that exactly meets their needs. Polar Loop had very specific requirements for their display and our development team was able to rise to the challenge. Once inside the display, audio-visual equipment tells the Loop story. This project is the perfect example of supporting the client's end goal," noted Watson.

Skyline New York designs trade show booths in New York as part of the global Skyline Exhibits network. The company offers over 19 different exhibit systems that range from small tabletop displays and banner stands that are suitable for everyday use to walk-through island exhibits designed for large conventions. Skyline's exhibits are among the most portable exhibits in New York, with some even packing down into carry-on size packages.

The company has a large showroom in Hauppauge that is open to the public and offers free design consultations. To learn more about Skyline New York, visit them at <http://www.skylinenewyork.com/>.

About Skyline New York:

Skyline New York (<http://www.skylinenewyork.com>) is the New York trade show stand branch of Skyline Exhibits—a leading provider of trade show displays in New York. Skyline New York offers trade show displays in New York to match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits. Skyline New York makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, custom modular exhibit systems.

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Skyline New York, a designer of portable displays in New York, has developed an interactive, walk-through exhibit in Disney World's Downtown Disney for the new activity tracker, Polar Loop.

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