BLACK BOX.

Convince people digitally! And offer your customers a new experience by presenting your company in the innovative black box. Our partner, Inside Reality, will convert your physical product experience into an interactive 3D digital showroom, which you can link directly to your digital marketing tools or e-commerce systems. No VR glasses are needed.

Black Box package:
– floor space: 35 m² (black box 5 x 5 m = 25 m² and an additional 10 m² unbuilt floor space as a reception area)
– stand: basic structure 3 m high, 3 inside sides individually printable on the outside, access via a lockable door, light-inhibiting ceiling grid
– 3 projectors, full HD, 3 000 lm, UHP, Contrast 1:10 000, 3 notebooks, projection size approx. 5 000 x 2 800 mm, incl. installation, test phase, customer service and support during the trade fair, shadows cast by people standing in the room are possible.

– Electricity connection, basic cleaning, daily stand cleaning, liability insurance, insurance of exhibits against fire, lightning, explosion and damage by the elements (max. value CHF 10 000)
– 200 voucher codes, incl. redemption, 10 exhibitor codes

Communication
– Basic entry in the online catalogue
– Upload your media releases to swissbau.ch/media, your folder is made available in the Media Center, media list to download
– Picture and video material for use as required

Price:
CHF 33 000.–
plus software (see page 2)

Contact (stand construction):
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General information: Statutory VAT will be added to all prices. Subject to change without notice.

Black Box software STANDARD:

Features:
– Own zone on swissbau.app/bbox/FIRMA/…
– Technical visualisation of any 3D models
– Models combined/integrated as required
– Maximum size per model 500 MB
– Maximum memory 1 GB
– Supports 30+ formats

Conditions:
– Zone is available 2 months before the trade fair and one month afterwards
– No guarantee – customers themselves are responsible for validating models
– No complex lighting models possible

Price: once only **CHF 12 000.–**

Black Box software FREEDOM:

Features:
– Unlimited time, before and after the trade fair
– Can be used for several trade fair participations
– Own .app domain, e.g. company.app
– Technical visualisation of any 3D models
– Models combined/integrated as required
– Maximum size per model 500 MB
– Maximum memory unlimited
– Supports 30+ formats

Conditions:
– No guarantee – customers themselves are responsible for validating models
– No complex lighting models possible

Price: **CHF 12 000.–** per trade fair,
plus monthly charge of **CHF 1100.–**

Black Box software INFINITE REALITY:

As for Black Box software FREEDOM
Plus:
– Individual advice from Inside Reality on strategy development
– Materialisation of technical models as required
– Price on request, time and materials at fixed daily rates
– Individualisation and lighting models
– Approx. cost per model, depending on complexity, as of CHF 8 000.–
– Fixed-price offers and subscriptions possible

Price: **CHF 12 000.–** per trade fair,
plus monthly charge of **CHF 1100.–**
plus model costs starting at CHF 8 000.–

Partner:

insidereality

Inside Reality belongs to One Inside. One Inside is the specialist for state-of-the-art enterprise content management. Our focus is on content infrastructure and processes, mobile applications and interactive 3D visualisation **inside-reality.com, one-inside.com**

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General information: Statutory VAT will be added to all prices. Subject to change without notice.
Important note: The contract for the software service is concluded directly between the exhibitor and Inside Reality. MCH only acts as the intermediary.