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PREVIEW RELEASE B2C Marketing & Advertising Expo, March 21 & 22nd, 2018



High res image available on request

G-Smatt to highlight the opportunities presented by its fully interactive, media glass at the B2C Marketing and Advertising Expo

***Stand 640, March 21 & 22nd, Excel, London**

Visitors to stand 640 will be able to witness the full, interactive capabilities of G-Smatt's media glass at this year's B2C Marketing & Advertising Expo. The company will be installing an eye-catching stand constructed from its steel framed structures where each wall is built using this innovative glass. During the event the company will have an ever-changing display of media content and there will be the opportunity for attendees to experience the company's latest interactive game and VR offering.

"Nowadays, brands wanting to reach a consumer market need to do far more than just advertise. The need to give their customers an experience and something that they will want to talk about and share. With our glass the only limit is the brands' imagination and the possibilities for engagement are extensive. From pop up shop, outside broadcast studio to a mobile gaming hub, G-Smatt can provide the 'wow' factor in any campaign;" explained Orhan Ertughrul, Executive Vice-President, G-Smatt Europe.

For further information and videos showing how the glass has already been used please visit <https://www.g-smatteurope.com/products/events>

The B2C Marketing & Advertising Expo is a leading, interactive and engaging exhibition and conference specifically designed to showcase the very latest and ingenious developments within consumer marketing and its future trends.

Company Profile

G-SMATT is a Korean company that produces an innovative digital smart glass product. Launched in 2013 the company now has offices in five countries. The company believes in the transformation of the digital city scape with compelling architectural media and interactivity. Its innovative, building grade, laminated media glass provides full transparency and rich media capability. This allows developers and architects to provide a new way for people to experience and enjoy their buildings and the surrounding urban spaces without compromising on the aesthetic beauty of their original design. In the new world of the Internet of Things it also allows for unparalleled connectivity and

integration, a key in the development of the smart city. G-SMATT produces both architectural and exhibition products and received the LCA 2017 Award for Technological Innovation of the Year.

For more information & video links <https://www.g-smatteurope.com/products/events>

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* **High res images available on request**

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