

AXIS DISPLAY GROUP

SAMSUNG

T-Mobile and Samsung partnered with AXIS Display Group to create an interactive, experiential display for thousands of T-Mobile retail stores across the United States. The display, placed in a central location of the store, was meant to showcase and demo the latest and greatest products and technologies from Samsung.
In conjunction with Wongdoody, AXIS developed a highly interactive display system that delivered the perfect balance of messaging and product presentation. Each device on the display connected to one of two overhead monitors, allowing shoppers to receive product specific information, demo, and compare devices in real-time.
See more on Samsung on our Website.

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