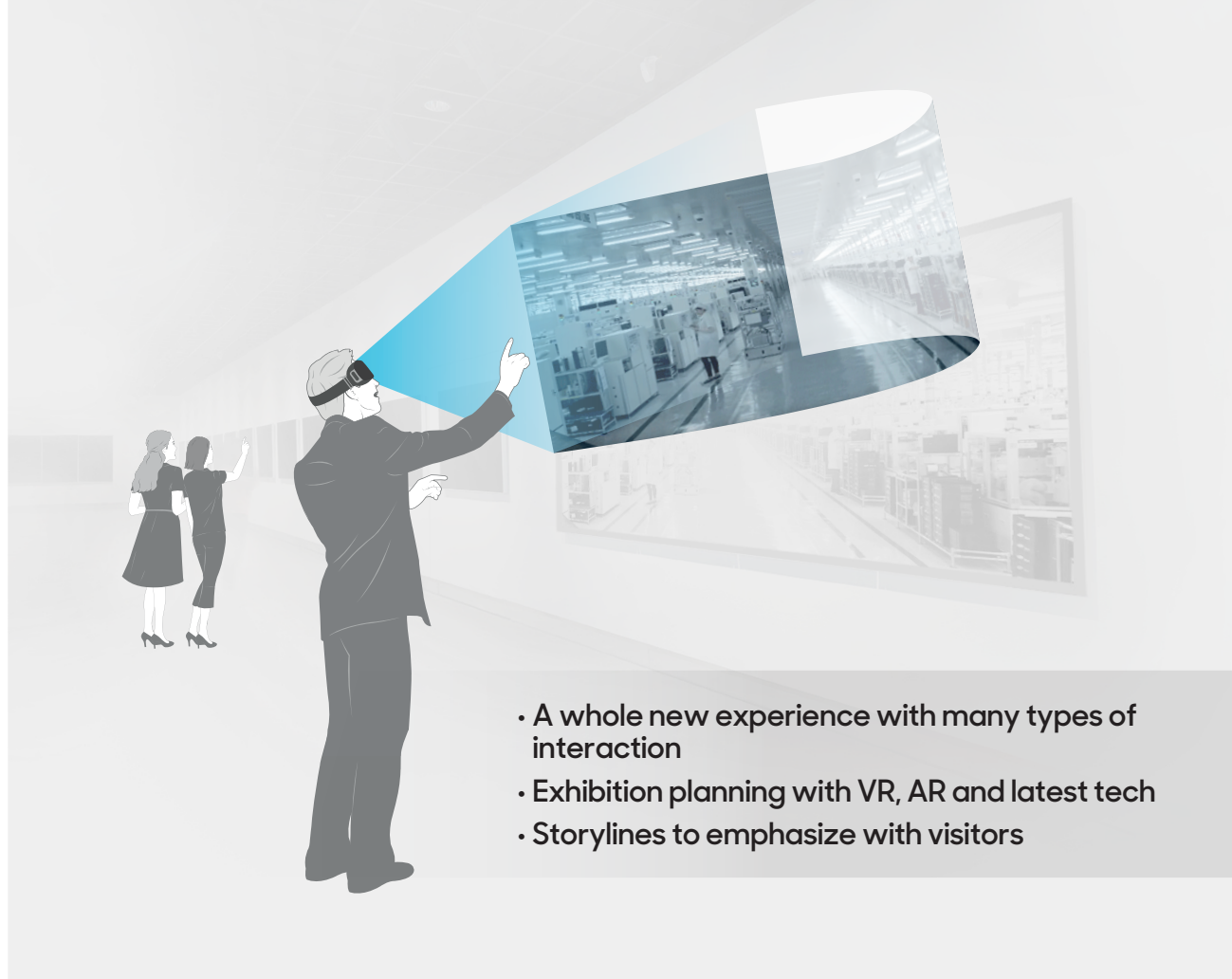


CX Service Use Case

# Exhibition space & service planning for a whole new customer experience for a better brand recognition

Exhibitions are state-of-the-art combined with storytelling and IT for an exciting experience of visitors to improve brand recognition and create a whole new exhibition

**SAMSUNG SDS**



- A whole new experience with many types of interaction
- Exhibition planning with VR, AR and latest tech
- Storylines to emphasize with visitors