

## Behind the Trade Show Scene with Shuttle

Trade Shows are filled with people, noise, and action, with business happening in every booth. Big bold displays show brilliant graphics and video splashed across giant temporary walls. Companies that attend spend a lot of money to meet and greet customers, vendors, and partners, and it is vital that everything sets up quickly, easily, turns on, and operates, just as it was designed to do. And when the displays don't work, panic ensues.

Trade show budgets can be huge; companies easily spend hundreds of thousands of dollars for a three-day expo. Expenses include booth space; booth construction; shipping; employees on site with attendant expenditures like travel, hotel, and food; equipment; giveaways; and a host of miscellaneous line items.

But did you ever wonder what goes on behind the scenes? Have you ever thought about what's at stake if the technology \*doesn't\* work? It could be a financial nightmare; a budget gone down the drain with nothing to show for it and maybe worse, a huge embarrassment.

That's why companies turn to Shuttle Computer Group for their media players, especially for trade show applications. Their products are powerful yet undersized and fit into tight spaces; and with a variety of cooling technologies, they operate at maximum efficiency even in the smallest environments. Most importantly, they are reliable.

"We've been using Shuttle Media Players in our trade show booth for the last several years. They perform exceptionally well, and they offer us maximum flexibility and reliability," said Gary Bailer, Director, Product Management Professional Displays, Sharp Electronics Corporation.

### Reliability

Shuttle computers simply don't fail. Shuttle uses only the highest quality components, and during manufacturing, every unit goes through a comprehensive quality assurance program. In order to ensure reliability, every system built in their California production facility goes through a 24-hour burn-in period. This combination of quality control and testing, along with Grade A components, means that trade show managers are confident when they chose Shuttle for their booth equipment. Displays start up on time, every time.

### A Tight Fit

Real estate in a trade show booth is at a premium; each cubic inch of space needs to be used in the most efficient way. Shuttle is famous for its small form factor computers, which makes their products perfect for a trade show environment. Their smallest digital media players fit behind a monitor, unseen, and many display wall configurations can be operated from a 1.3 liter-sized computer. When a company

needs a more robust computer to drive intense graphics and video, their Cube PCs fit in a cabinet with room to spare for a briefcase or two.

### Cool Running Computers

One of the reasons Shuttle computers are so reliable is because they feature patented cooling technologies. This is particularly important because many computers are in confined spaces in a trade show booth, and it's vital to keep the machines cool. Shuttle offers a choice of fanless computers that use heat sinks; a "smart" fan that allows for managed air circulation; or a high-efficiency heat-pipe cooling system for low power consumption and energy savings. These designs also result in high stability and low noise so that trade show attendees can conduct business without the distraction of a computer hum.

### Show Success

To get the most bang for your trade show buck, make sure your booth displays power up and work flawlessly every time. Shuttle's combination of reliability, small size, and cool-running computers should be a vital component of any trade show. We are there, behind the scenes, ready to make your expo a success.