

## Industrial Technology magazine goes virtual with IndustryUK

**One of the UK's most respected design and engineering magazines, Industrial Technology has become a media partner for IndustryUK's virtual exhibition.**

First job on the list was to design and build a virtual exhibition stand that could be hosted on the magazine website and at the virtual trade fair when it goes live in January 2019. You can visit the stand [here](#).

The exhibition stand was initially designed using the handy virtual exhibition stand configurator tool, which is available online. It was then built using a high-resolution, 3D render process. The stand content was added using the online hot-spot content management tools. The build and population part of the process is the same for all exhibition stands.

The magazine's publisher, George Bennet, and editor, Mark Simms, commented. "We write about new technology that improves speed and efficiency in industry every day, so when we heard about an exhibition environment that was live 24/7 - and offered an instant immersive browsing experience, we were enthusiastic about being involved.

"Having now seen the technology behind the show and experienced the stand build process, we're excited about the potential of this next generation of exhibition experience. The virtual reality potential is also huge.

"Of course real life exhibitions are still very important, and nothing beats meeting real people; however, when you want to see what's out there right now, there needs to be an online equivalent to provide the information visitors are looking for."

The directors at IndustryUK are very pleased to have Industrial Technology on-board, commenting: "We read the magazine and respect the opinions expressed in it. The IT publishing team taking part in establishing a new communication platform that is made possible by advancements in technology also has a nice synchronicity to it."

We look forward to comments and contributions from the magazine's readers on the run-up to the show.

To design your own virtual exhibition stand visit the configurator: [here](#)

### External links:

Industrial Technology virtual exhibition stand: <https://platform-viewer.v-ex.com/?exhibitionId=23>

Virtual Exhibition online configurator: <https://configurator.industryuk.online/>

**Image Caption:** One of the UK's most respected design and engineering magazines, Industrial Technology has become a media partner for IndustryUK's virtual exhibition.

## **About IndustryUK Virtual Exhibition**

IndustryUK Virtual Exhibition is an industrial trade fair that will host a range of exhibition stands from SMEs to market leading brands. The platform works the same way that a live exhibition does, except that you can visit at any time, from anywhere. The hall and all the stands will be rendered out to real physical dimensions. As a visitor, you are able to explore the hall in the first person or shortcut to the products and brands that interest you using an intuitive search interface.

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## Editor Contact

DMA Europa Ltd. : Carly Ellis

Tel: +44 (0)1562 751436

Fax: +44 (0)1562 748315

Web: [www.dmaeuropa.com](http://www.dmaeuropa.com)

Email: [carly@dmaeuropa.com](mailto:carly@dmaeuropa.com)

## Company Contact

Industry UK : Nigel Borrell

Tel: +44 1580 389636

Web: [www.industryuk.online](http://www.industryuk.online)

Email: [nigel@industry-uk.com](mailto:nigel@industry-uk.com)