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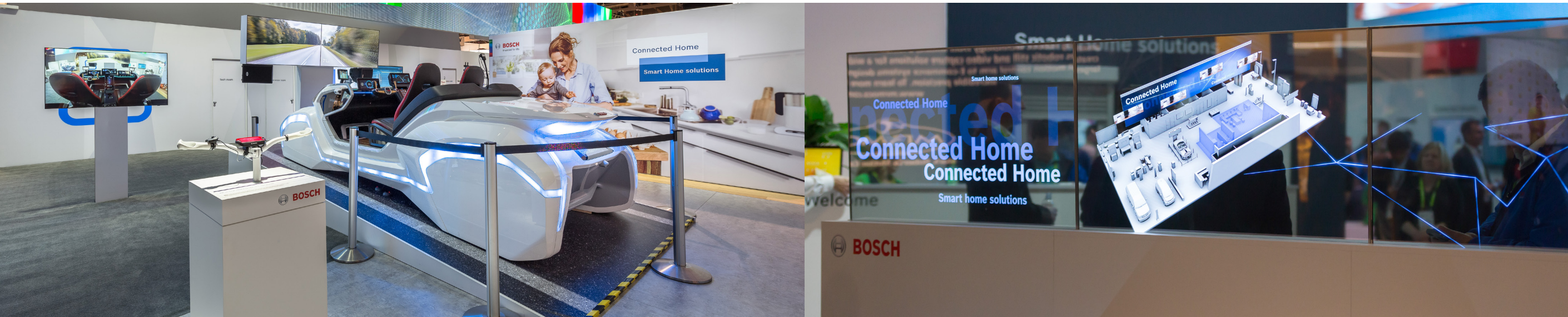
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INSIGHTS INTO THE NETWORKED WORLD OF TOMORROW AT THE CES

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The Consumer Electronics Show (CES) in Las Vegas is the global stage for innovation and tech trends. In this high-calibre environment, Bosch needed an appearance reflecting its status as a key player in pioneering technologies. So everybody involved in the project knew that we would have to deliver a truly impressive exhibition experience – far from the usual solutions.

The requirement

For the realization of the Bosch world of experience at the CES, the Munich agency Wenger.One – the lead agency for the integrated trade show appearance of all Bosch departments in the US – wanted an experienced partner who not only understood the expectations and goals of its client but was also able to act as the perfect moderator and mediator between the continents.

It was imperative that the service provider was able to communicate with the partners involved in the US, synchronize all interfaces within the desired time frame and establish the technical conditions for everything to function smoothly on site – a challenge we were pre-destined to meet thanks to our intercultural competence with teams both at our Cologne location and at the US branches of the parent company.





The design

The networked world staged under the motto „connected living. connected mobility.“ gave visitors the opportunity of an interactive experience of the extensive portfolio of intelligent technology solutions around smart home, e-mobility and autonomous driving.

The implementation

For an eye-catching interactive presentation of the various technological innovations, numerous demo stations and driving simulators were installed. In the interplay with the XXL LED wall, they ensured that the Bosch product messages left an indelible impression on the audience.

As service fulfilment partner, we ensured that the booth, the entire technical equipment and the exhibits were dispatched, received and installed ready for use in time for the opening of the show.

One of the challenges was the electrical installation. Since many displays and exhibits were designed to German standards, our experts had to convert the engineering on site. Our close collaboration with our US colleagues allowed a flexible reaction to change requests – even at short notice.



Conclusion

The Bosch world of experience caused a sensation at the CES. Both Bosch and the agency were impressed of the quality of our work and our team spirit. With our cross-functional approach, we combine strategy and creativity with precision and perfectly attuned processes.

