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case study / DARPA

Since 1974, DARPATech has been a platform for discussions on how to turn powerful ideas into technical advancement - and for the past five, Williams/Gerard has collaborated with The Defense Advanced Research Projects Agency (DARPA) to bring these highly complex ideas to life for an audience of university professors, military and government leaders and corporate executives.

As part of their most recent conference through WG's GSA contract, we joined forces with DARPA to design and produce two of seven major tradeshow exhibits for this event.

By bringing in 42 plasma screen presentation pods, each with their own directional sound and controlled by a 64 channel router, WG highlighted significant programs through state-of-the-art equipment and media management for STO's deeply technical demonstrations. Meanwhile, WG addressed the issue of a smaller overall footprint for the VSO through the creation of a theater with three unique, interactive

exhibit design and content management presentation areas, each with touch screen controlled A/V. A central 12 diameter circular screen was mounted overhead so attendees could gaze at the stars, bringing space and technology to the next level.

Among some of the broadest changes in our world as we know it, DARPA initiated the development of the internet and GPS (global positioning systems). Helping this agency communicate its intellectual and highly technical messages is always a challenge and an honor.

