



## Investment Looks Smart With Annual Make-Over

Rapidigm Inc., a fast-growing player in the fast-changing computer industry, projects the image of a cutting-edge innovator using an exhibit from the days of Y2K.

"I think this is probably the best design yet," Rob Sagwitz, director of Corporate Communications, says of the sleek and open 30'-by-30' island. "And 90 percent of it was existing. Nobody would know it's still the same basic structure we've had for the past five years."

Every year, Skyline reconfigures the structural components and "reskins" them with new graphics and signage to create exhibits that evolve with Rapidigm and the industry.

"Each year, our exhibit looks entirely different with minimal investment," Sagwitz says.

"We knew we would always want a fresh look," Sagwitz recalls. "We wanted to make sure our image could change as the company changed. And we didn't want to have to start over and purchase more hardware the following year."

### Name

Rapidigm Inc.

### Primary Business

Computers, Electronics  
& Technology

### Exhibit Size

30' x 30'

### Products / Services

Tube System  
Mosaic®  
Fabric graphics  
Custom

### Key Objectives

Flexibility  
Design