



MINDSPHERE LAUNCH SIEMENS AUSTRALIA

Swinburne University of Technology cemented its reputation as a world leader in advanced manufacturing by securing a \$135 million industrial software grant from engineering giant Siemens. The grant is being fulfilled to digitalise Swinburne's Factory of the Future, creating Australia's first fully Industrial 4.0 facility. Nextgen was called upon to assist with the installation and event elements of the launch at Melbourne's Swinburne University.

This project consisted of two parts:

- A presentation explaining Mindsphere at Swinburne with an opportunity to mingle.
- Practical demonstrations of Mindsphere at Swinburne's cutting-edge factory of the future.

NEXTGEN
TECHNICAL - CREATIVE - TRUSTED

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NEXTGEN delivered a complete turn key conference production service, managing every aspect of the event from start to finish. Our complete end-to-end solution included the following components:

— **Conceptual Event Creativity:**

We conceptualised innovative ideas that formed the foundation of the event's unique experience.

— **Set Design & Signage:**

Our team crafted captivating set designs and strategically placed signage that engaged attendees and conveyed the event's essence.

— **Projection Mapping & LED Walls:**

Cutting-edge projection mapping and dynamic LED walls added a new dimension to the event, enhancing visual impact.

— **Animated Custom Content:**

We created bespoke animated content that elevated the event's visual storytelling and left a lasting impression.

— **Coordination of Custom Build Elements:**

Our coordination extended to custom build elements, ensuring seamless integration with the overall event concept.

— **Pre-Production & On-site Technical Management:**

Thorough pre-production planning and on-site technical management ensured flawless execution at every stage.

NEXTGEN are passionate about delivering excellence and creating unforgettable moments. Our team of experts is eager to collaborate with you to elevate your event. Let's join forces to bring your vision to life and make your ideas a reality.

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