

Beat: Vips

Dynamic Outdoor Live Demonstrations - EUROSATORY 2016

On June 12 - Two presentations a day

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USPA NEWS - Eurosatory, Defence and Security : The Land and Airland Solution. From 13 to 17 June 2016, was organized one of the most famous Defence & Security International Exhibition at Paris-Nord Villepinte Exhibition Centre. The main themes were represented and coming from all around the world....

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- The Technology continuum: all aspects of Land and Airland Defence, plus a strong Civil and Homeland Security focus.
- The entire Supply Chain: operational systems, raw materials, prime contractors' finished products, in all Defence & Security areas.
- Life-size Presentation of equipment and weapons systems at stands and in action during Live Demonstrations to boost Exhibitor visibility and promote their products.
- A unique Platform for meetings, talks and purchasing between major industrial prime contractors and subcontractors, and between buyers and suppliers.
- Exceptional attendance by high-level Visitors, (decision-makers, contract givers and key influencers, etc.) invited by the Organizer who welcome them personally.
- A Forum for ideas where the Future of Defence and Security is prepared: conferences and workshops (trends analysis and feedback), Think Tanks and Strategy consulting, etc.

About the Outdoor Live Demonstrations :

Two presentations a day, at 10.30 and 15.00 on Sunday June 12. It was a Dynamic Demonstrations Preview of the Main Exhibition detailed above. An area was provided to present equipment or weapons systems on a specially tailored obstacle track. Live commentary and large-screen projection of pictures or company archive videos enhanced the value and effectiveness of this unique aspect of Eurosatory Exhibition.

The demonstrations covered areas such as : recognition, combat, mine-clearance, security, logistics, fire fighting/safety and mobility. The demonstrations were presented as real operational features to provide great images. In the end, all equipments were gathered allowing Journalists to have access to the materials and discuss with the drivers, operators and companies´ representatives.

Sources : Eurosatory

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