

GENERAL DIGITAL CORPORATION

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Tenell Rhodes,
Senior Vice President for
General Digital Corporation

Company Profile

General Digital™ makes ruggedized, specialized, and customized LCD monitors. In 1977, General Digital™ invented the VuePoint™, the world's first gas plasma, flat panel serial terminal with integral touch screen, which then evolved into the VuePoint II™ and then the Smart VuePoint™. In 1992, General Digital™ introduced the SlimLine™, a 2U high (3.50"), "flip-up" LCD monitor with an integral keyboard and pointing device. Today, General Digital continues to serve the marketplace with advanced design and engineering capabilities as evidenced in the company's diverse line of LCD monitors and associated hardware products, optical enhancements, contract manufacturing, and software engineering services. General Digital's hardware products range from terminals to WUXGA LCD monitors to fully integrated industrial computer systems.

Marketing Goals & Strategy

"Our objective in participating in a GlobalSpec Online Trade Show + Event, was more business," says Tenell Rhodes, Senior Vice President for General Digital. "It's pretty simple for us; we were trying to generate contacts that would result in sales."

The IHS GlobalSpec Solution

"About four years ago, our GlobalSpec rep asked if there was anything more GlobalSpec could do for us," Rhodes replied "it would be good if we had a 'push to talk' button that would allow potential customers to make an instant connection with us online. When our GlobalSpec rep suggested the e-Event, Rhodes said, "I was immediately interested. When I compared the GlobalSpec online event to a physical trade show, I really liked the idea of not moving bodies to make the connection with potential customers, especially when I'm the body!"

When Rhodes looked at the topics, he felt the Plant and Facilities Engineering event offered the best fit to open up new opportunities for high-end industrial and commercial customers.

Rhodes added that he had high praise for the GlobalSpec team that helped Digital General prepare for the event. "They gave us an excellent checklist that covered everything. It really took care of all that would be necessary. People from GlobalSpec were available to answer questions whenever we needed them. We always had a sense that help was never far away."

During the actual online event, Digital General fielded a modest team. One person in their booth; a graphic designer went to the networking lounge to observe, and Rhodes alternated between the booth and the networking lounge, where he initiated conversations and occasionally steered event attendees to the Digital General booth. "We had quite a few good dialogs during the event," Rhodes says.

"Afterwards, we received a detailed contact report in a timely fashion. We're happy with the quality and quantity of contacts," he says. "We responded to everyone who visited our booth, and we're paying special attention to those that viewed our video or with whom we had a dialog."

Rhodes notes that Digital General has a somewhat lengthy sales cycle. "But these contacts seem very promising; more than the contacts we get from most marketing tools we use."

The bottom line for Rhodes — "We've done this only once. I was excited about it before hand, very excited during the event, and I remain excited about doing it again. I knew from the start this would be big."