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# CASE STUDY

# Virtual trade exhibition application for Polyurethane Marketplace

## Client

A Polyurethane Marketplace Company.

## Business Challenge

The Client approached us to create a browser based virtual exhibition which can provide platform to buyers and sellers in Polyurethane industry. The most difficult part was to provide desktop-like software capabilities in a browser based web application. Apart from this, the application had to offer multiple user levels in order to manage contents, design and settings in exhibition stalls.

## Solution

After analyzing the project requirements, we decided to build this interactive application by using Flex. We provided a browser based Flex tool to select booth design, add contents and customize the look & feel of the booth as per individual company requirements. Separate modules were written to handle videos, business cards and displaying products online within virtual exhibition.

## Technologies

Flex, AS3, PHP, MySQL, XHTML, CSS, XML

## Results & Benefits

By using this interactive application, virtual trade fairs can be conducted online and companies can create their promotional booth and can display products info, videos, company profile, contact details with ease.



