

News Release



For Immediate Release

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LION RECEIVES TRADE SHOW HONORS FOR INNOVATIVE BOOTH DISPLAY

Dayton, Ohio - LION has been honored as having one of the most effective displays at the FDIC International 2016 trade show in Indianapolis, held in April. The Dayton-based company received this honor for innovative use of Augmented Reality in a trade show booth. LION was judged to be in the top 5% of the nearly 800 exhibitors at the trade show. FDIC is the fire service industry's largest trade show in North America with attendees from around the world. It is held in Indianapolis, Indiana annually, and showcases leading manufacturers in the fire service industry.

LION is a company that prides itself on innovation, and implemented Augmented Reality to enhance the experience of visitors to the LION trade show booth. Augmented reality is a technology which uses a mobile app to enhance the user's experience within the context of their existing surroundings. Unlike virtual reality, the user can still see surrounding elements while viewing and manipulating the enhancements on the mobile device. The technology utilized, showcased multiple models of Personal Protective Equipment (PPE) and various customizable features of said PPE. This app not only drove booth traffic, but spurred engagement with those visiting the booth.

The custom LION app incorporated precise 3D modeling of the turnout gear, and other PPE elements, such as gloves, boots, and helmets. This app gave the user the ability to manipulate several turnout models, including changing fabric, color, and reflective fire trim patterns. This unique approach utilized cutting-edge technology to give the user a revolutionary experience with LION's game-changing turnouts.

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About LION

LION is a family owned, global business headquartered in Dayton, Ohio that has been operating continuously since 1898. Municipal, state, federal and military agencies are its primary customers throughout the world. Its mission is to fulfill its customers' personal safety, readiness and identity needs with innovative, game-changing solutions. LION is the world's largest supplier of structural fire personal protective clothing for first responders, as well as a leading provider of cutting-edge training products and facilities through its BullEx and HAAGEN companies. Through traditional contracting and public-private partnership arrangements, customers rely on LION TotalCare® and LION LVI to manage the lifecycle of their uniforms, protective equipment and training products. For more information, please visit our website at www.lionprotects.com.