

Category: **Products and Services**

Project: **Guided Tour at NEUROTH**

What was the challenge?

At the production site of the hearing aid company NEUROTH in Lebring, visitors are to be guided through the factory on an adventure tour. The aim was to convey the complex process of manufacturing hearing aids to the visitors in an entertaining and simple way. The tour was also intended to shed light on the history of the brand and as well as the elaborate production techniques.

What was the solution?

A visual "yellow thread" was implemented to guide visitors through the various exhibits and attractions, ensuring an enjoyable experience. The contents were also designed to be compact and visually appealing. In addition, permanent installations such as "360° sound experiences" were strategically placed to support the guide's explanations and make the visit an sensory experience. With these thoughtful details in place, guests are sure to have a memorable and exceptional tour.

What was the effect?

NEUROTH as a brand can be experienced by visitors and also by employees. The communication of historical information and technical details is essential and results in an all-round coherent visitor experience. Furthermore, the employees benefit from the stations of the tour: the ambience in the canteen was upgraded, the 360° experience room can also be used for other events.

Photography: Neuroth International AG

Contact:

Stefanie Schöffmann
look! design
office@look-design.at
www.look-design.at

