

# A MAKEOVER FOR AN ARCADE MACHINE



**CLIENT:** ADRÉNALINE AMUSEMENTS

**MARCHÉ:** INDUSTRIAL

**PROCÉDÉ:** BACKLIGHTING - THERMOFORMING

**SOLUTION:** DECORATIVE ACCENT

## CHALLENGE

Adrenaline Amusements was looking for new ways to highlight the concept they had designed for their new equipment. The main challenge was to find an alternative to replace the flat Plexiglas they had been using. In addition, the project had to be completed following a very tight schedule.

## SOLUTION

Instead of going for a flat solution, we opted for a thermoformed concept. This allowed us to add depth and also create a better visual effect. Using polycarbonate, we were able to form the parts while also creating a backlighting effect (this material is suited for backlighting). We still had to work under a tight schedule, so we had to come up with a new process to develop the mold faster. By doing so, we were able to cut down production time significantly and deliver the project on time. By innovating with shapes, colors and lighting effects, BCH Image was able to deliver a solution that surpassed Adrenaline's expectations. It is important to point out that this was possible for one main reason: BCH's team got involved in the development process of the product.