

# SEG Exceeds Customer Expectations with Access to Secure Charging Stations

November 2, 2018 | Sofia, Bulgaria



## Background

Special Events Group (SEG) is a leading provider of technical support for large-scale special events, offering technical services and equipment for set and stage design, event concepts and much more. With offices in Bulgaria and in Austria, they are a trendsetter for new and creative ideas in the event industry throughout all of Europe.

## Challenge

In the age of mobile devices, event attendees expect convenient access to power outlets where they can charge their personal phones, tablets and laptops during the event, exhibition or conference. Many special event companies offer a table with power strips as a courtesy to meet this need. The SEG Team, however, noticed that the “charging table” was always crowded and devices left unattended were at risk of theft. They saw an opportunity to bring a unique experience to conference attendees by offering a secure place to charge and store devices while not in use.

When looking for a solution, it was imperative that it accommodate all types of mobile devices—much like the table with power strips—so that it was beneficial for all attendees no matter their device type. It was also important the station be durable and secure so that attendees could leave their devices unattended without worrying about theft. After doing research on several types of charging stations, SEG was able to find a product that alighted with their goal—the LocknCharge FUYL Tower Charging Locker.

## Solution

The LocknCharge FUYL Tower is a Charging Station with 15 individually-lockable compartments that works just like a hotel safe. Inside each locker is one AC outlet and one 2.4 amp USB port, making it possible for attendees to charge more than one device at a time. FUYL Tower users are able to lock their chosen compartment with a 4-digit, user-defined pin number, making it easy for the user to remember their code. By providing a secure Charging Station inside the venue, attendees are able to lock up their devices and walk away for worry-free charging.

SEG even takes it a step further by creating custom graphics for the outside of the FUYL Tower so that it fits seamlessly within the brand of the event. Product flexibility (and durability) allow SEG to use the same Charging Station at all of their events throughout Europe. And since European countries speak many different languages, they’re able to localize the sign on the top of the station that reads “Charge Your Devices Here” to match the main language spoken at that particular event.



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