

PRESS RELEASE

New stand concept for Fraunhofer-Gesellschaft at the CeBIT 2011

Expotechnik Group makes successful pitch for budget extension

Taunusstein/Hanover, 3rd March 2011. The Expotechnik Group has once again secured funding from its longstanding client, the Fraunhofer-Gesellschaft. Europe's largest application-oriented research organisation is set to continue its collaboration with the expert for three-dimensional brand presentations for another three years. This year's CeBIT in Hanover, which runs from 1st – 5th March 2011, will see the Taunusstein-based company presenting the Fraunhofer-Gesellschaft's new trade fair concept for the first time in hall 9, the CeBIT Lab, in an exhibition space of 538 m².

The focus of the new trade fair concept is an impressive, three-dimensional cube element, which performs various functional tasks at the stand. The cube is designed to function as an interactive meeting area, doubling as a relaxing lounge space as required. The extensive product portfolio is additionally accentuated by a series of unusual presentation options. The cube can also be converted into a virtual projection screen capable of producing spectacular effects via sound and lighting. The radiant, dynamic atmosphere triggers emotions in clients and enthusiasts alike.

The trade fair concept is based on a distinctive, clear-cut architectonic design. The stand is spatially structured with the aid of various coloured floor sections and matching furniture. Product themes and the Institute's diverse divisions are characterised by multimedia columns featuring different motifs and colours from Fraunhofer's corporate identity. Separate zones permit more intense personal contact in a pleasant atmosphere.

As Patrick O. Soschinski, Group President, Expotechnik International Holding GmbH & Co. KG, comments: "Fraunhofer's new corporate presentation aims to portray the Institute as a competent industry partner. Our trade fair concept succeeds in communicating Fraunhofer's innovative, open and service-oriented values."

The new Fraunhofer trade fair concept can be scaled to a range of stand sizes. The Expotechnik Group will be presenting these diverse options at the HMI in Hanover from 4th – 8th April 2011, where the company will be creating nine Fraunhofer trade fair stands covering between 20 and 240 m².

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About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Kronos and Phonak. Expotechnik International Holding GmbH & Co. KG is jointly managed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

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