

PRESS RELEASE

Ultra-bright trade fair appearance for FANUC

Taunusstein / Hanover, 23 September 2011. Under the slogan "Welcome to the yellow world", Expotechnik Group implemented an impressive exhibition concept for one of the leading companies in automation technology, the FANUC Corporation. At the industry's leading trade fair EMO – from 19 to 24 September 2011 in Hanover – the group highlighted the brand messages of FANUC in the true sense of the word.

On an area of 1,763 square metres, FANUC made an impression with the eye-catching colour scheme. The six-metre-high yellow exterior walls were visible from a distance. Suspended from the ceiling structure was a three-dimensional banner design in the company colours which was 30 metres long and three meters high – with a long-range, eye-catching effect. The spatial layout was clear and visitor-friendly for quick orientation around the stand. The stand presentation developed by Expotechnik is modular. This construction style allows for the separate elements to be individually tailored to the respective stand sizes at different exhibition locations.

The technical improvements and innovations of the various corporate divisions were accentuated through the use of distinctive lighting throughout the stand. Visually, the FANUC Robotics division was dominant due to the use of moving industrial robots. Glass walls allowed for a view of the robots, while simultaneously providing the necessary security – a clever solution in terms of aesthetics and functionality. Two other divisions were also represented at the stand: FANUC FA (process control engineering, laser technology for metalworking) and FANUC Robomachine (injection moulding machines, metalworking).

FANUC has been a supporter of the exhibition concepts of Expotechnik since 2001. Last year, for example, the presentation was used at IMTS in America and in 2009 in Milan at the industry trade fair BIMU.

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,

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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, Krones and Phonak. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

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