

## **Expotechnik making a powerful appearance at CeBIT Impressive trade fair presentations for five different customers**

Taunusstein/Hanover, 30 March 2012. Whether a tower look, a cube concept or an entire city - Expotechnik Group set the scene for their customers' booths at CeBIT 2012 using innovative solutions and functional design. The international service provider for three-dimensional brand presentation implemented high-quality product and brand worlds for Fraunhofer-Gesellschaft, TP-LINK, Haufe-Lexware, Telekom Innovation Laboratories and ADVA Optical Networking. For Fraunhofer-Gesellschaft, Expotechnik even built an entire neighbourhood at the world's largest IT exhibition.

### **"Urban living" at Fraunhofer - the city of the future**

Expotechnik Group provided the largest brand presentation by area at CeBIT for their long-standing client, Fraunhofer-Gesellschaft: in the CeBIT lab, the Fraunhofer vision of a future city with more than 40 sights was implemented. Visitors were able to discover a variety of places, such as a football pitch, the city council or a museum on several tours. Multimedia presentations accompanied them on their way through the different worlds, and created a holistic experience of future "Urban Living". The innovative design concept was based on a straightforward architectural design. The allocation of space into seven separate areas gave a clear structure to the booth, while the different colours ensured an uncluttered design. The overarching superstructure system Titanium by Expotechnik served as a framework, bringing together the various elements, which resulted in a unified appearance.

### **TP-LINK: straightforward and functional architecture**

Futuristic, with clean lines and yet classic - that's how Expotechnik designed the TP-LINK booth. The selected design reflected the technical competence of this manufacturer of networking products. According to the company's colours, an elegant white was the predominant colour in the design, while blue was added as a deliberate accentuation. The tower look with a large logo ensured strong visibility of the booth from afar. The integrated LED strip raised additional attention. Centre stage of the presentation was the product zone, which was accessible from three sides. The sophisticated presentation and integration of multimedia elements rendered the manufacturer's networking products into a unique visitor experience.

### **Cube concept for Haufe-Lexware GmbH**

The red, branded walls of the Haufe-Lexware GmbH booth towered six metres into the trade fair sky. Along with white fabric walls, they formed a cube, which drew the eye from a distance. Built-in corner windows with glass holders afforded the design the necessary lightness, resulting in a half-open atmosphere. At the connecting point, a curved bar element linked the two meeting sides of the wall. The interior of the cube concept was finished as a stylish lounge with colour-matched elements. Multimedia presentation areas along the structure emphasised the media orientation of the booth.

### **Innovative: Telekom Innovation Laboratories**

The trade fair presence of Deutsche Telekom with the Telekom Innovation Laboratories in the CeBIT lab impressed with its clear lines and the consequent integration of brand values. The main goal was a reference to the main stand of Deutsche Telekom in Hall 4. This was implemented using a synchronized video installation at both booths. High booth elements in the characteristic magenta ensured that the brand was readily visible from a distance.

### **Proven concept for ADVA Optical Networking**

For the long-standing customer ADVA Optical Networking solutions, a specialist provider of telecom solutions in the Optical Networking Software Solutions sector, Expotech Group relied on a proven booth concept with a focus on communication. The emphasis was placed on media presentation and emotional graphics, so as to showcase the products and services of ADVA in an optimal fashion. The key element in the implementation, and also the visual highlight, was the presentation column on the front corner of the inviting open-plan booth. The illuminated white information counter from the Delta counter system by Expotech and the contrasting blue flooring provided further accents.

*CeBIT is the world's largest IT exhibition with more than 4,200 exhibitors from around 70 countries. It takes place every spring at the exhibition grounds in Hanover, and provides an international platform for exchange of experience on current industry trends, for networking and for product presentations. In 2012, the main focus was placed on the topics of cloud computing and IT security.*

### **About EXPOTECHNIK Group**

Expotech Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotech Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotech Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotech 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 Expotech 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. Expotech 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. Expotech'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. The global management of Expotech Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

For further information, visit [www.expotechnik.com](http://www.expotechnik.com).

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