

## **Expotechnik designs a world of networked health Combined communications and booth concept for Deutsche Telekom at MEDICA**

Taunusstein, November 19, 2012. **Modern technologies also shape the health care system in communications: Deutsche Telekom AG presented its current information and communications solutions for the medical industry from November 14<sup>th</sup> to 17<sup>th</sup> at MEDICA in Düsseldorf. To ensure an attractive trade fair presence, the Expotechnik Group developed both the communications concept as well as the booth design. The result: informative and comprehensive branding that vividly staged the Telekom products.**

Communications and design from one source: Expotechnik, one of the leading service providers for spatial brand staging, proved how strong this combination can be with the Telekom presentation at the MEDICA medical trade fair. The company designed a comprehensive communications concept and integrated it into the three-dimensional booth design. In this context, the result was a contemporary and brand-oriented development of the Telekom presence based on established standards. Through the use of showcases and highlighted areas, the products and services were optimally prepared and interactively brought closer to the visitors.

### **Thematically clear organization with strong application orientation**

In order to present the complex and diverse offerings of Deutsche Telekom in an application-oriented manner, Expotechnik grouped them into three areas and embedded them into one realistic context. The three subject areas created, “At Home”, “Clinic” and “Network”, were equipped with suitably designed walls, furnishings and lighting. For example, in the “At Home” showcase, the visitors found themselves in a carpeted living room with striped wallpaper, chairs and hanging lamps.

The furnishings optically separated the different areas and emphasized the application orientation. Corresponding area identification on the walls and the canopies above the showcases was an additional aid in organizing the areas and ensured that the booth could be seen optimally from all directions at a distance. Icons customized for the individual subject areas completed the area identification. They were specially developed by Expotechnik for MEDICA in line with the communications concept. Along with a QR code in the characteristic Telekom magenta color, the icons also adorned the labels of the water bottles used as give-aways. These were handed out to booth visitors at the “Water Bar” and guaranteed a long-term and effective presence.

### **Interactivity through the use of media tables and booth tours**

Two touch-media tables were located between the showcases, giving the visitors the opportunity to explore the connection between the topics individually presented at the booth and to immerse themselves deeper in the world of networked health. As an accompanying measure, guided booth tours with integrated product demonstrations provided additional information.

### **Functionality as focal point for the use of space**

The allocation of space followed a clear structure: the entire front part of the exhibition was reserved for the presentation of products, while the rear area offered a room for meetings, a VIP lounge and a quiet zone for all booth visitors. A service counter was the central point of contact for questions. Expotechnik designed special presentation counters for this trade fair that were harmoniously incorporated into the booth concept.

*MEDICA is the most important industry get-together for the medical sector. The trade fair took place this year from the 14th to the 17th of November, 2012 in Düsseldorf. More than 4,600 exhibitors informed visitors about current medical developments, the latest treatment options and medical technology applications on more than 116,000 square meters of exhibition space.*

### **About EXPOTECHNIK Group**

Expotechnik Group is a leading international service provider for interior brand staging. The company's headquarters are at Expotechnik Heinz H. Soschinski GmbH, founded in 1968, in Taunusstein near Frankfurt/Main. The Expotechnik Group has a global structure with nine autonomous subsidiaries in the economic regions EMEA, the Americas and Asia Pacific. On a worldwide level, the Expotechnik Group designs and implements customized architecture and communication concepts to create memorable brand experiences. Its main business areas are exhibitions, events and environments - domestic and international trade fairs and special occasions, along with brand worlds and immersive settings for lounges, showrooms, exhibition areas or offices. Each year, the company realizes 1,500 projects worldwide with scalable sizes between 12 and 12,000 square meters - a total of 150,000 square meters each year. The reusable modular elements used by the Expotechnik Group make this type of presentation particularly sustainable. The entire supply chain covers a comprehensive service range - from the idea to the design, project management, production and add-on services (event, graphics, media, catering), and all the way to transport, logistics and installation management. The customer portfolio includes international corporations as Siemens, BMW, Lufthansa and Deutsche Telekom and leading mid-sized companies as SEW-EURODRIVE, Krones, Phonak and the family business Phoenix Contact. Expotechnik Group's global leadership is headed by Alexander D. Soschinski and Patrick O. Soschinski, the group presidents.

More information is available at [www.expotechnik.com](http://www.expotechnik.com).

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