

## PRESS RELEASE

### **Presentation of the New Lufthansa First Class**

Taunusstein/Frankfurt am Main, May 2010. The Expotechnik Group put together a high-end presentation for Lufthansa for the airline's new first class during the kickoff event for the Airbus A380. The global airline called on the leading provider of brand presentation services to create and implement an individual and unconventional concept within the space. The challenge was to bring brand values such as innovation, modern technology and services, and comfort to life for customers and to create an emotional connection. The centerpiece of the concept was the first class seat newly developed for the Lufthansa Airbus. In Hall 7, the A380 waiting area at the Frankfurt airport, the seat was set up on a high-quality presentation platform as part of the Airbus launch event. Initially hidden under a textile-based structure, the seat was later unveiled in a perfectly choreographed display. About 2,000 invited guests watched this unmistakable and appealing brand architecture with great excitement. The presentation successfully portrayed the fascination of traveling with the new first class.

Lufthansa, Germany's largest airline, has been relying on the know-how and longstanding experience of the Expotechnik Group for several years now, so it was clear to the managers at Lufthansa that they should depend on the creative team at Expotechnik for the presentation of their new first class as well. "Customers appreciate our uncomplicated full-service approach, from conceptualization to design and even logistics and installation management. With an unconventional, modern concept, we succeeded to excellent effect in meeting our customer's demanding requirements and creating a very special highlight for the launch of the first Lufthansa Airbus A380," says Alexander D. Soschinski, a Managing Partner of Expotechnik.

With the introduction of the world's largest and most advanced passenger aircraft, Lufthansa is setting new benchmarks in its corporate history: The Airbus A380 stands for environmental efficiency, technological innovation, and the utmost in travel comfort. The first-class section of the new Lufthansa flagship impresses travelers with eight roomy seats. The first class seat newly developed for the Airbus A380 combines ergonomic design and cozy comfort. It is the embodiment of the innovation that the Airbus A380 brings to the Lufthansa fleet. With regard to communication, that was why it was especially important to the management at Lufthansa to have the high-end positioning of the seat presented by a skilled and capable partner. The Expotechnik Group was the perfect point of contact for this project, and it implemented a successful presentation.

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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 eight 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. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

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

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