

PRESS RELEASE

Elegant Performance for Burda Direkt Services

Expotechnik stages Burda subsidiary at dmexco

Taunusstein/Cologne, 21 September 2011. **Elegant, light and friendly – this is how Expotechnik Group created and implemented the exhibition concept for Burda Direkt Services at this year’s dmexco in Cologne. Industry visitors and prospective customers will be presented with this corporate staging for the first time at the leading trade fair for digital marketing and advertising which will take place on 21 and 22 September. Expotechnik, the brand staging service provider in the region, was able to convince Burda Direkt Services with the stand concept’s stylish look, functionality and implementation.**

The Expotechnik Group set up an inviting trade fair stand across a mere 80 square metres, concentrating visitors’ focus on the four areas of Burda Direkt Services’ activities: e-commerce, mobile solutions, online marketing and customer relation management – in a relatively small area. To ensure individual and personal consultation on-site, Expotechnik specially developed own counter and presentation workstation by Epsilon for each business division. The workstation is distinguished through its modern appearance, designed in the corporate colour of turquoise. The integrated multimedia technology in the “media column” can be used to run company video clips. In addition, further information regarding the company can be called up here. A large-scale banner construction in the shape of the company logo, positioned in the centre of the stand, makes the setup a real eye-catcher, even from a distance. The material mix of wood, textiles and plastic provides the Burda Direkt Services company presentation with a tasteful appearance.

Though this company presentation, the Expotechnik Group takes Burda Direkt Services’ key areas of expertise and gives them form in a 3D space. In November 2010, Hubert Burda Media combined its subsidiaries Burda Direct Group and Burda Digital Systems under a single roof, creating Burda Direkt Services. With its new orientation, Burda Direkt Services seeks to establish itself as an expert in customer management, direct marketing and technology services in the digital field and to strengthen its market position.

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

PRESS RELEASE

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

For further information, visit www.expotechnik.com.

Press contact:

Kristin Kadler, Andrea Paechnatz

Tel.: +49. 6128. 269 152

E-mail: [presse\(at\)expotechnik.de](mailto:presse(at)expotechnik.de)