

## PRESS RELEASE

### **Bauma 2013: Expotechnik geared up for Deutz**

#### **Dynamic booth upgrade incorporates upscale displays and dramatic graphics**

Taunusstein / Munich, 06 May 2013 - At Bauma 2013 in Munich (15 – 21 April), a redesign of the Deutz AG booth by Expotechnik has increased the visibility and interactivity of the exhibit, as well as the intensity of emotion it conveys. Expotechnik achieved this by refining the presentation of the Deutz AG logo, adding dynamic graphic and video elements, and by upgrading product displays. The resulting environment testifies to Expotechnik's design expertise as well as to the depth of its understanding of the Deutz AG brand.

Expotechnik's optimization of the 400 square-meter Deutz AG structure at Bauma 2013 leveraged its expertise in both design and communications. Two large fabric walls served as giant billboards featuring the Deutz logo and tagline ("The Engine Company"). Expotechnik strengthened the tagline's impact by placing it adjacent to—rather than under—the logo. Beneath the logo and tag line, large graphics of Deutz engines articulated a dramatic and emotional message of power and engineering excellence. Between the two walls, Expotechnik suspended a large video wall that ran dramatic presentations throughout the show.

Along the aisle, Expotechnik displayed individual Deutz engines on streamlined and minimalistic platforms. This approach communicated the high caliber of the engines. A touch-screen located adjacent to each platform provided visitors with additional information about the products. An expanse of light-colored flooring led visitors from one display to the next.

This visually compelling and highly functionally booth concept is also scalable and global. It will be used by Deutz at exhibitions worldwide.

Expotechnik also created Bauma 2013 exhibits for SEW-EURODRIVE, Astec Industries, Sandvik Construction and MAN Truck & Bus.

Meet **Expotechnik**, architects of community engagement. We serve innovative corporations by creating architecture-supported experiences that entice, educate and persuade prospective customers. Our specialties include exhibits, exhibitions, events and environments. We are headquartered in Frankfurt, Germany with nine subsidiaries located across Europe, North America, Asia and Australia. Our customers include Siemens, BMW, Lufthansa and Deutsche Telekom.

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