

PRESS RELEASE

Expotechnik Wins at the 2014 German Design Awards

Jury recognizes exhibit design for Deutsche Telekom AG

Frankfurt / Germany, October 21, 2013 - Expotechnik has been recognized by The German Design Council at the 2014 German Design Awards for the design of the Deutsche Telekom AG exhibit at MEDICA 2012 in Germany. The exhibit earned a Special Mention in the Architecture and Interior Design category.

Expotechnik's winning communications and design concept integrated visitor engagement with the exhibit environment. This integrated approach streamlined the visitor experience and educated attendees on how Deutsche Telekom technology enhances healthcare.

The exhibit centered on specific vignettes that demonstrated how Telekom technology can be applied in three environments: At-home, in the Clinic and through the Network. Each area was designed and fabricated to mimic the environment it represented. For instance, the at-home vignette included lighting, comfy seating and all the touches of a home environment.

"The jury's selection of the Deutsche Telekom exhibit underscores the effectiveness of approaching exhibit communications, engagement and architecture holistically," says Patrick O. Soschinski, Group President at Expotechnik Group.

The German Design Award of the German Design Council recognizes outstanding German and international design in ten categories. This year, the competition received a total of 1,900 submissions.

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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