



SYMA®

May 2009

REPORT

No. 65

MAGAZINE FOR EXHIBIT SYSTEMS AND SERVICES



**BECKER 2009,
Germany**



**MAN 2008,
Mexico**



**CHINA MOBILE,
Macao**



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SYMA – The World's Local Exhibition Company



SYMA is at home on all continents thanks to its subsidiaries, licensees and partners. Our unique network and long years of experience have made SYMA familiar with the particularities of each location. Questions about the SYMA network? Please contact us at: SYMA INTERCONTINENTAL AG • CH-9533 Kirchberg • Switzerland • Tel. +41 71/932 32 32 • juan.becerra@syma.ch • www.syma.com

EUROBLECH 2008, Hanover

Worldwide “Swissness”

As a global technology partner in stamping technology, BRUDERER AG supplies comprehensive high-quality advice and market-oriented solutions for top productivity. Numerous sectors, including the automotive and parts, computer and electronics industries, rely on the precision + of this global player.

Its worldwide reputation as an industry leader was not built on a “more-or-less OK” attitude. Its high-precision products are made exclusively at the company's principal location in Switzerland. No surprise then that SWISSNESS characterized its 2-level SYMA-DOMO stand at the EUROBLECH 2008 – a further improvement on the successful exhibit presented at the BLECHEXPO 2007. Bright red accents and sober green graphics in SYMA-DOMO frames were melded into a harmo-

nious whole with typical Swiss savvy. Guests were welcomed with fine food served in a kitchen on the upper level, from where they could also enjoy a panoramic view of the exhibition hall below. With 306 m² of floor space, 6 m high walls and two sets of stairs, the stand was a success story. Staff and visitors alike were impressed.





R&T 2009, Stuttgart

Effective sun protection

BECKER-ANTRIEBE GmbH is a leading European manufacturer of motors and control technology. If you want to make life easier by controlling your roll shutters, blinds and gates with the push of a button, BECKER is your best bet. The company has around 200 employees in Germany and 50 in other countries and is represented by subsidiaries in the Benelux, France, Spain, Austria and the Czech Republic and by business partners in Asia, Australia and Europe.



Light and transparency, strength and motion, creativity and elegance – these attributes best describe BECKER's stunning stand at the R&T 2009 in Stuttgart. The 2-level SYMA-MOLTO structure with its curved ceiling and custom-made sidewalls attracted much attention with its pronounced and dynamic individual character. Round structural components picked up on the shape of the motors as well as provided the red thread for the cladding of the hall column. SYMA-MOLTO proved ideal for the presentation of the exhibits. Illuminated graphics arranged on the charcoal sides introduced the product range. This eye-catching, superlative stand was the work of SYMA's partner MESSE-PRO in Lahnau – from the design right through to the turnkey delivery – and faithfully echoed BECKER's motto: "It's that easy..."



E • D • I • T • O • R • I • A • L

Dear Reader

The more demanding the market environment becomes, the more enterprises rely on solid partnerships. Traditional SYMA values such as reliability, stability and continuity once again rise to the top of the list of priorities. Clients want top performance delivered with the same high level of professionalism today and tomorrow. SYMA invests in bonding customer relations by means of ensuring a constant know-how transfer, thus winning in value.

A prime example of this is our relationship to a key account in Japan. This company regularly sends employees to system training courses in Kirchberg to learn more about our products and their practical applications and improve production planning (see p. 15). At the same time we also introduce new system solutions, including SYMA's latest innovations for working with large fabric surfaces.

Customer satisfaction does not equal customer loyalty. This maxim being our daily motivation allows you as partners to benefit from SYMA's valued culture.

Thank you for your confidence and I wish you enjoyable reading

W. Stucki

Werner Stucki
CEO, SYMA Holding AG

C • O • N • T • E • N • T • S

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New possibilities with SYMA-Textil
Emergency interior decorating

I • M • P • R • I • N • T

Publisher: SYMA-SYSTEM AG,
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Internet: www.syma.ch
Editor: HAUSMARKE Werbeagentur, SG
Layout: SYMA-SYSTEM AG, Kirchberg

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AUTO SHOW, Mexico/AUTO EXPO, Brazil

Well-oiled networking

To insure the smooth and efficient setup of its standardized display at a variety of shows, a world renowned brand such as RENAULT requires an experienced partner. For its exhibits at the AUTO SHOW in Mexico (1,400 m²) and the AUTO EXPO in Brazil (2,000 m²), the French company relied on its well-oiled network. Overall responsibility belonged to EXPOMOBILIA. Under the latter's project management, SYMA's partner STUDIO HOCHMANN produced both stands, more than meeting the client's objectives. Summary:

mary: a seamless transfer of know-how and a consistently applied stand concept – all in one go.

At the entrance to the stand, RENAULT welcomed its visitors into its unique world with bright LED messages. Individually fabricated “corporate walls” in white and “techno walls” in green divided the space into different areas. In the “corporate wall” zone, integrated discussion cubicles offered private meeting space while celebrating the position of the RENAULT brand. A boutique with fashion accessories completed this part of the display. In refreshing contrast, the green “techno walls” provided the background for showcasing the company's technological innovations. A curved information counter provided tone-on-tone elegance. In the middle of the stand, the latest models, displayed on revolving platforms, attracted the crowds, while all around other models gleamed in the spotlight. RENAULT put much emphasis on the quality of the materials and construction of the stand as a way to highlight the quality of its products. Conclusion: with its high-end stand, RENAULT positioned itself as a luxury carmaker.



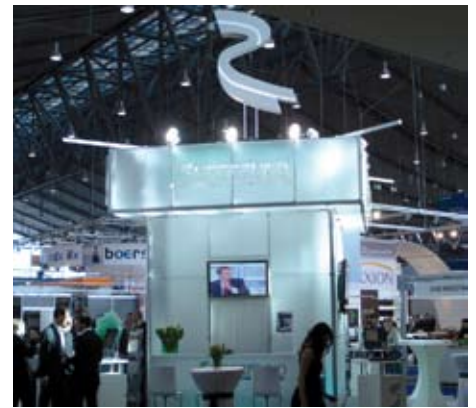
INVEST 2008, Stuttgart

Profitable island

SUPERFUND, an investment company specializing in managed futures, has been SYMA Austria's client for many years, having completed projects for them in Austria as well as in neighboring countries. With its tight 72 m² floor space, this ingenious island solution for the INVEST 2008 show is an excellent illustration of maximizing your ROI.

The mushroom-shaped stand was basically built from SYMA-SYSTEM 30 components combined with a prefab 6 mm acrylic glass façade.

The reusable acrylic panels have already served in other locations. Changing colors produced by high-power LED spots operated from a light-mixing console gave the display that extra cool factor. Above the stand a rotating S provided hi-visibility corporate branding. The quality approach carried through to the custom-designed white bar and PC furnishings. Defined on two of its four sides by 65" plasma screens for presentations and shows, and on the other two with a bar and hospitality area, the space created ideal conditions for inspiring and reinforcing customer loyalty.



Concept & built by SYMA-Austria



APPLI-TECH 2009, Lucerne

Long-lasting cosmetics

As a major meeting place for the painting, plastering and renovation industry, the fourth APPLI-TECH show was not an occasion AkzoNobel wanted to pass up. A leading supplier of paints, lacquers and coatings to craftsmen and do-it-yourselfers, with house brands that include Sikkens and Herbol and its own Swiss Lack distribution network, the company represents a century of innovation.

With 60,000 employees in over 80 countries, AkzoNobel is a market leader in just about all of its business areas. This global leadership role was reflected in this arresting stand with its three-dimensional "Bruce" leitmotiv. A white couch, stationed on a 10 cm high light-grey SYMA-SYSTEM platform, flanked by backlit screens and surrounded by four striking cubic structures, offered a comfortable place from which to study the colorful product

display across the floor. The lighting was of course all-important. Integrated HQL ceiling lights and two floor spotlights endowed the various color concepts with an almost magical glow. For more detailed information about the company and its products, visitors could turn to three plasma screens and a multimedia terminal. A sitting area with white furnishings and a bar offered opportunity for 'refreshing' discussions between professionals.



Designed by Manfred Ettlin, NEUERDINGS-EVENT
/ Built by SYMA-SYSTEM AG, Kirchberg.

V3, New Zealand Smart Communication

VENI VIDI VICI LIMITED, V3 for short, is SYMA's long-time partner and a major contractor of tradeshow projects in New Zealand. In these tough economic times, with competitors forever breathing down one's neck, V3 knows how to get the most out of a small space for its budget-conscious clients.



At the BIG BOYS TOYS 2008, V3 created a veritable "Boy's Dream". At an open stand in SYMA-SYSTEM, aptly decked out in KAWASAKI red, visitors had an opportunity to get very close indeed to those alluring motorbikes and off-road vehicles. Its motto: "Let the good times roll!"



TelstraClear is a supplier of network solutions to companies mostly located in Australia and New Zealand. V3 provided it with a truly 'functional' stand for the FUNCTION show. Plain information desks sat in front of simple curved panels, linked

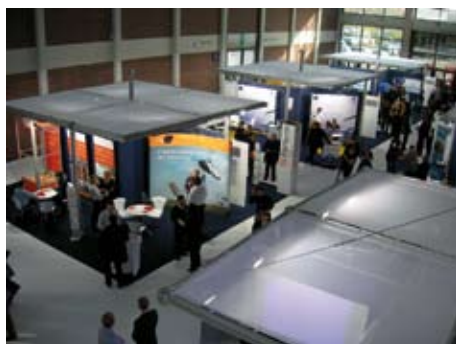


by the company logo. For computer maker HP, V3 created a lively, colorful stand in pop art style. It did not fail to draw attention from the throngs of visitors at the TopGear show. Surrounded by trendy graphics, geeks and amateurs alike enthusiastically talked shop or watched a demonstration of, among other things, the Windows 7 beta version.

Events Direct worked with V3 to create these installations for Telstra and HP.

JOBAT 2008, Belgium A promising job fair

JOBAT is a job fair that alternates locations in Belgium and is attended by companies looking to recruit. Hopeful jobseekers from the Flemish region come here searching for the right employer. There are three JOBAT job fairs a year: in Leuven, Antwerp and Ghent.



SYMA's partner STANDFORM/MT EUROPE was responsible for the majority of the structures at the 2,000m² exhibition. It used SYMA-MOLTO 150 and SYMA-SYSTEM 30. The former was ideal for open stands without corner posts but with over-



head panels, which had to be mounted at heights of 3 m (4 m for the JOBAT stand). SYMA-SYSTEM 30, on the other hand, was the perfect choice for installing the colored wooden walls. This design provided each stand with a very comfortable feeling of space.



PROMOTE 2008, Cameroon Winning business contacts

Last December the PROMOTE show, an international meeting place for commerce, was held for the third time in the heart of Africa. Some 1,048 companies from 26 countries and every industry gathered here in a space measuring around 15,000 m². National and regional companies showcased their accomplishments in

tandem with a varied cultural program. Forty-eight conference presentations also met with great interest from the visitors.

Tradeshow builder Fondation Internationale Inter-Progress was also responsible for the entire stand construction at the Salon International de l'Entreprise de Yaoundé. SYMA Kirchberg supplied the materials for all together fifty SYMA-SYSTEM 30 modular stands (3x3 m floor space).





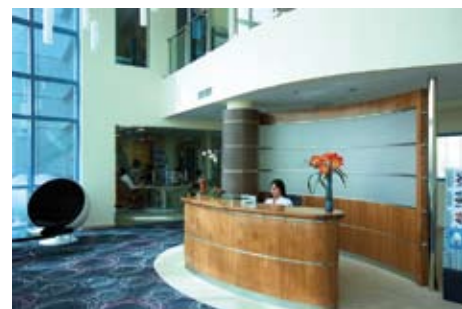
THE IMAGE WORKS 2008, Dubai Elegant launch party

On October 22, 2008, SYMA's partner, THE IMAGE WORKS, celebrated the opening of its new location at the Dubai Investment Park.

Regional as well as international cli-

ents and partners were invited to this top-class event. It was yet another sample of T.I.W.'s extensive abilities and services in stand construction and interior decorating.

The guests were treated to a tour of the various offices and creative workshops, followed by a presentation about SYMA stand construction and custom-designed projects such as Dubai Maritime City.



CITYSCAPE 2008, Dubai A b(l)ooming business

In only ten years Dubai has grown from a small port city to a real estate metropolis. CITYSCAPE Dubai, the world's largest business-to-business real estate tradeshow, brings together banks, financial institutions, architects, designers, property owners and investors interested in real estate investment and development. SYMA's partner T.I.W. designed the high-tech set for the visionary BLOOM presentation.



What was special about the 300-m² stand was its reuse of the main components of the SYMA-EURO-SHOP stand that was moved to Dubai last year. The mezzanine was expanded and newly equipped with curved balusters to lend a perfect view of a gigantic model of the city center. Giant letters spelling the logo "b l o o m" were custom-milled by T.I.W. with a CNC machine and mounted on individually crafted components.

T.I.W. also created PROFILE GROUP's fluorescent



display. The latter combined SYMA-SYSTEM with individually crafted components and backlit walls showing major developments. The illuminated

"arch of triumph" was definitely an eye-catcher. Another striking feature were the custom-made Plexiglas logos mounted on the SYMA-MOLTO-90 ceiling and walls. Goal of the stand's design – make the clients feel that the real estate business was stable and reliable.



FOOD PRO 2008, Sydney

Prized packaging solutions

With more than 30 subsidiaries and 40 sales centers on all continents, MULTIVAC is a leading supplier of packaging solutions for food pro-

ducts, sterile goods and other medical products, whether for consumers or industrial clients. With its latest generation of machinery, the company recently won the German prize for packaging.

MULTIVAC Germany hired SYMA's partner MORETON HIRE for its MULTIVAC Australia stand at the FOOD PRO 2008. The fact that SYMA has homes on all continents thanks to its network of subsidiaries, licensees and partners is responsible for this connection. SYMA developed an open-concept stand from SYMA-MOLTO 90, which could accommodate a large number of working machines, as requested by MULTIVAC. Providing power, water and air pressure hook-ups was one of the main challenges faced by SYMA. The large display of

the MULTIVAC brand name on the white overhead panels sent a clear signal of the company's predominance even from far away.



AIME 2009, Australia

Prized teamwork

Australian tradeshow company MORETON HIRE, with sales offices in Sydney, Melbourne and Brisbane, has been SYMA's partner for almost a decade. The multiple award-winning company convinces with its innovative unconventional solutions for tradeshow displays. Moreton Hire is annually involved in some 1,599 sports,

industrial and government exhibitions and events (incl. Lexmark Indy 300, Magic Millions, APEC, Australian PGA Championships, Melbourne Commonwealth Games and Rugby World Cup).

With a close to 10% increase in visitors, AIME 2009 (Asia Pacific Incentives & Meetings Expo) set a new record in spite of the economic climate and raging forest fires at the time. SYMA's partner MORETON HIRE designed and built all together 19 stands for customers that included the Government of Dubai, LAN Airlines, Business Events Sydney and Gold Coast Tourism. The Globe Restaurant, centrally located in the Melbourne Convention Centre, also bore



MORETON HIRE's signature. The company invested over 1,100 hours in project management and stand construction and demolition at the AIME 2009. To manage this considerable volume of work, the Melbourne team was expanded with designers from Brisbane and Sydney. Their efforts more than paid off. A prize was awarded to the custom-designed stand for TOURISM AUSTRALIA. Its lively images rooted in Aboriginal art and combined with yellow and blue wall and pillar components made a big impression. The quality of the stand, according to the client, set a new bar for the entire show.



FIL Guadalajara International Book Fair/EXPO TRANSPORTE, Mexico

Cultural transfer & commercial transportation

SYMA's partner GRUPO OMEGA landed two important general contracts for two international tradeshows in Mexico last year. The first one involved the group stand for Italy, measu-



ring some 1,800 m², at the FIL INTERNATIONAL BOOK FAIR, and the second one a 1,500 m² stand for utility vehicle maker MAN at the EXPO TRANSPORTE, a tradeshow for the utility vehicle industry.

The Italian presence at the most important Latin-American book fair (it attracts 650,000 visitors) was supported by several Italian ministries, and many

companies took advantage of this ideal opportunity to work lucrative export markets. The group stand presented the participants, who were from fields as diverse as literature, culture, tourism and trade, with a very attractive environment and optimal conditions for successful networking and business contacts. Throughout the area highly visible markings in primary colors separated the ten different zones, two libraries, auditorium, lounge, multimedia tourism office, offices and meeting rooms, with at the centre a large suspended banner display. GRUPO OMEGA constructed the parts over three months and set up them up in barely five days. The project required the manpower of 54 people. The plan from Architect Davide Sani was in keeping with both the spirit of the times and modern Italian design: simple, rectilinear components that were at once functional and trendy.

MAN BUSES & TRUCKS showcased its technological leadership in the field of utility vehicles at the EXPO TRANSPORTE with great success. Assisted by

Architect José Juan Pérez B. for the design, SYMA's partner GRUPO OMEGA produced a stand that, with its strong yellow and charcoal highlights, acted as a visual magnet. It was divided into five main zones:



Zone 1 for trucks inside and out, Zone 2 for a cozy lounge, Zone 3 for a VIP area, Zone 4 for a display wall with company logos and Zone 5 for a photo gallery that delighted visitors with pictures of the 250year history of MAN.





AUDI 2009, China

Driving Your Imagination

For the launch of its new AUDI A4L model, AUDI invited potential buyers and the press to a huge media event at the Sanya military airfield on Hainan Island. For this purpose, the company had no less than 3,500 square meters of the available 5,000 square meters converted into an auditorium, under the motto "Driving Your Imagination."



SYMA BEIJING provided and installed an envelope for the 12 meters high façade consisting of mesh banners mounted on numerous scaffolds and aluminum frames, and took charge of the



entire interior decoration. The challenges included perfectly levelling the SYMA-SYSTEM-based platforms in the auditorium and the construction of the outside car display platforms, which was hampered by rain. A movable LED stage was a



special feature that SYMA-BEIJING produced with the help of a large contingent of workers and very tight logistics, since the parts and the Mobile LED had to be transported from Germany.



GSMA Mobile Asia Congress 2008, Macao China

Prosperous boomtown

Macao – Besides boasting a rich global cultural heritage, this boomtown with its mega casinos, hotels, stunning architecture and gigantic shopping malls can also look back on another record year for tourist travel, with 30.18 million visitors. The GSMA Mobile Asia Congress 2008 and exhibitor CHINA MOBILE made sure they would benefit from these advantageous conditions.



The world's largest cellular mobile telephone company enjoys growth rates other suppliers can only dream of. With large urban markets largely saturated, the company is now focusing its attention on smaller urban centers and rural areas. At the GSMA Mobile Asia Congress 2008, the largest mobile industry tradeshow on that continent, the company utilized a handsome 200 square meters two-level SYMA stand to showcase its impressive product portfolio. As an official partner of the Beijing Summer Olympics 2008, the design concept was primarily based on Olympics branding with a think-green slant. As a special touch and an apt symbol, SYMA-GUANGZHOU created a stand enclosure of white tree silhouettes. The façade components included soft partitions with a blue backlit effect. Inside the stand visitors could check product information at several terminals or talk shop in a cozy lounge. With this stand, the SYMA-GUANGZHOU team provided CHINA MOBILE with a very effective and elegant vehicle for information and image transfer.





PT/Expo Comm China 2008, Beijing

Cutting-edge highlight



washing machines, flat-screen TVs and home theater systems.

The company's 480 square meters stand, with its striking black-and-white design, was the work of SYMA-BEIJING – its color scheme a perfect complement to LG's new Black Label Series model, SECRET. This handsomely designed cell phone combines timeless elegance with unrivaled functionality. High-end materials such as scratch-resistant glass, honeycomb carbon and stainless steel conspire with cutting-edge design to make this latest addition to the Black Label Series a perfectly crafted piece of technology. It's hardly a surprise that it was recently picked for a prestigious red dot design award.

The stand on the whole looked like an art gallery. Its primary goal was letting visitors experience the product,



its brand image and its "look and feel". An artistic display using convex glass lenses was placed strategically to showcase every detail of the state-of-the-art products. This exquisite arrangement as well as the display walls were custom-developed and created by SYMA-BEIJING, which succeeded beautifully in making durability and high quality's hallmark of what was only a temporary display.

Stand design by
SQUARE GRAPHY.

PT/EXPO Comm is an international tradeshow for the telecommunications and information technology sector. As global leader and trendsetter in electronic, communication and information technology products, LG Electronics, Inc. was also represented. This global player makes CDMA mobile telephones, air conditioners, optical drives, DVD players, frontloading



Inno Design Tech Expo 2008, Hong Kong

Evolving conservation

The fourth edition of the Inno Design Tech Expo (2008) was held at the HKCEC and focused on sustainable technologies. Emerging economies such as China have a great need for energy-conserving solutions – offering opportunities even for SMEs. A highlight of the show was definitely the large Dutch pavilion (405 square meters) showcasing ideas of Dutch designers about modern life, architecture, fashion and design.



The Inno Design Tech Expo was divided into two areas. At the Trade Hall, representatives from various sectors presented their accomplishments around themes such as Design, Branding & Marketing, Electronics & Environmental Technology, Global Innovation, Nanotechnology and Advanced Materials. At the Inspiration Hall, visitors were given an overview of the latest design studies and prototypes in these areas. The ergonomic design of the

Dutch pavilion featured a black-and-white color concept developed by Promhouse, a Dutch agency. Special lighting and a curtain of fiber strands doubling as a projection surface made for an eye-catching exterior. Elegant, kidney-shaped display areas in black leather created an attractive, clean background for the items on

show. SYMA-Hong Kong set up the pavilion in an amazingly short time.



Growing demand

The international wine and spirit industry is bubbling over with optimism. The general atmosphere at the ProWein show provided plenty of proof of this. The leading show attracted 5% more visitors than last year, for a grand total of 35,000 visitors. They are an increasingly international lot (+ 12.3%), with the largest increase coming from the USA, Scandinavia, the Benelux, Switzerland and Slovenia. In the spotlight were themes such as 'cool climate', low-alcohol wines, the 350th anni-



versary of the Silvaner grape variety and vintage cocktails. Interest in organic wines, it seems, is also growing by leaps and bounds.

SYMA's client SOPEXA has for 40 years been in the business of growing its reputation and promoting the image, sales and markets of French food products around the world. Thirty-four branches



serve around 3,000 food product companies and organizations, masterminding 30 different product accounts that include cheese, wine, fruit, vegetables, meat and fowl. At the ProWein, SOPEXA exhibited together with winegrowers from several regions at the 3,500-m² country pavilion. The open



stand, executed in SYMA-SYSTEM 30 and boasting a support-free ceiling, was enhanced with many attractive pictures.

ProWein 2009, Dusseldorf

Continuous innovation

ProWein is the leading international show for the wine and spirit trade. Professionals agree: if you want to be successful internationally, you have to go to Dusseldorf and meet the sector's Who's Who.

Exhibitor Robert Skalli is one of the key figures in the innovation of the industry in Languedoc, the largest winegrowing region in the world. He is behind many of the decisive changes that have taken place over the years. The descendant of an old family, he is deeply rooted in the Mediterranean tradition. For over a quarter century, he and his partners have been searching for quality that will do true justice to the richness of the region's soil and the passion of its people.

For his presentation at the ProWein 2009, SYMA created a stand that encouraged people to linger awhile. The elegant furnishings and built-in display cases reflected the noble provenance of the wines offered SKALLI's guests, who tasted them with the expected enthusiasm.



French on everyone's lips

The Loire Valley is in the first place famous for its many magnificent castles, eventful history and charming landscape. These days everyone also knows it for its wines – its Sancerre, its Pouilly-Fumé and its Muscadet. Its winegrowing area is almost 1,000 km in length and counts 50 different AOC regions.

After the VINEXPO BORDEAUX, the Dusseldorf PROWEIN show is the most important wine show in Europe. For the Val De Loire wine region of western France, SYMA created a compact group stand from SYMA-MOLTO 90 components. Several suppliers from the region presented their wine selections in the 350-m² space. The most striking aspects of the stand's design were its color concept, which featured soft pastel tones, and the beautiful images on the walls, all mounted on SYMA-MOLTO 90.



METAV 2008, Dusseldorf

Multifunctional do-it-all

The METAV Dusseldorf show attracts the entire market for production and automation technology. As an international display window, it offers industrial customers the information they need, and the opportunity, to make investment decisions early in the year based on hard facts and figures. WFL Millturn Technologies, the leading global supplier of machining equipment, focuses exclusively on the production of turning-drilling-milling centers, which it presented at the METAV.



For high-tech companies around the world, the MILLTURN name is synonymous for the best machinery to mill complex, high-precision components. This fact was clearly emphasized at METAV. SYMA, WFL's tradeshow partner around the world, received the contract for the 459-m² stand. The client specified that they wanted a presentation for their turning-milling machines that could be seen from far away as well as provide a seamless

integration of the new CI and CD. SYMA-VIENNA came up with a well-organized stand design featuring grid-pattern walls, valenced lighting and large-surface back projection at its centre. SYMA-MOLTO 150 panels and banners with the WFL logo surrounded the large array of different machines. The consistent application of the corporate design even extended to the blue and white floor pattern.

AUTOZUM 2009, Salzburg

Hi-performance lubricants



With corporate gross sales of EUR 25.54 billion in 2008 and 41,282 employees, joint stock company OMV is one of the largest publicly traded industrial companies in Austria and the leading purveyor of oil and gas in Central Europe. Continuous innovation, new technology and a growing demand for better performance and reliability prompted OMV to launch its new BIXXOL car engine oils. This product line meets the increased performance requirements of high-pressure direct injection engines, provides longer oil change intervals and complies with ever-stricter environmental regulations.

OMV Refining & Marketing AG used its stand at the AUTOZUM (tradeshow for automobile accessories) in Salzburg to increase brand awareness for its new generation of motor oils. SYMA-VIENNA designed it a new dress, custom-tailored and decorated in OMV's corporate colors. An oversized plaster bottle of BIXXOL engine oil served as an eye-catcher on the right side of the stand, while on the left, an action zone with a 103" plasma screen showed the company's current TV ads. Besides an information desk and stand-up tables, the inside of the stand also provided an inviting, restful area with comfortable seats and an illuminated ceiling for meetings. The wellbeing of the staff had not been



forgotten, either – a large area was provided where they could relax away from the crowds.



CONSTRUMA, Budapest Contact forum

CONSTRUMA is an international tradeshow for construction materials and machinery, plumbing fixtures and heating and cooling equipment, and the main exhibition in Hungary and its nearby markets – hence, an ideal opportunity for strengthening relationships in this region.



SUMA-HUNGARY created the displays of JUNKERS and VBH at this important “contact forum” for the Hungarian construction industry. JUNKERS 100-m2 stand for innovative plumbing and heating technology got all the attention it wanted thanks to a distinctive yellow and green color scheme inspired by the company’s corporate design. The stand was a combination of SYMA-SYSTEM components and veneer-covered particleboard panels. The backwall and cabinets featured yellow Forex board attached with façade brackets. Ceiling reflectors illuminated the solar cells installed in the model house, making it possible to take hot showers on



site.

VBH is the window and door hardware brand preferred by professionals, and the largest supplier in the trade. SYMA built it a stand that combined SYMA-SYSTEM 30 and SYMA-MOLTO components. This provided the most suitable structure for installing the attractive mesh poster panels and VBH logos. The panels and supports for the information counter were custom-made. On the back-wall, SYMA installed VBH-supplied display panels with general information about the company. The client was very enthusiastic about the result.

SIEMENS SHOWROOM, China Preventive early detection



By taking over Bayer’s Diagnostic Division, the new Siemens Medical Solutions Diagnostics, with its complete range of services, became the foremost diagnostics company in the world.



Its expanded spectrum of high-performing products is on display in the company’s new showroom at Siemens Medical Park, located in the Shanghai International Medical zone which is the world’s largest medical complex.

In six short months, SYMA-ASIA produced this perfectly high-tech island. Consisting of two areas, the backlit panels of the outer area inform visitors about the history of the company and its products, while the inner sanctum showcases the newest generation of high-tech diagnostic equipment.



Shareholders Meeting at GKB Positive developments



In 2008 shareholders attended the 24th Shareholders Meeting of the Graubündner Kantonalbank in the town hall of Chur. Once again they were treated to good financial results, an increase in the dividend and an attractive program featuring the Bo Katzman Choir. Surprise guest Nubya provided a special high point and kept the public’s enthusiasm going.

Hired by HEMMISOUND, SYMA-SYSTEM AG took responsibility for the entire video system. Three cameras and a video control desk were used to record the entire event. The equipment also included a 4.5x6 m screen and a “double stacked” Christie projector generating 12,000 ANSI lumens. Of course, it was important that the guests upstairs in



the town hall could also watch the goings on. SYMA made this possible by installing 10 plasma screens in strategic locations. Speakers at the event used a teleprompter for their presentations so that they did not need to look at their notes. All around it was a very successful event with great entertainment value and this in no small part thanks to SYMA’s professional organization and quality equipment.





New Possibilities with SYMA-Textil

Large spans of fabric

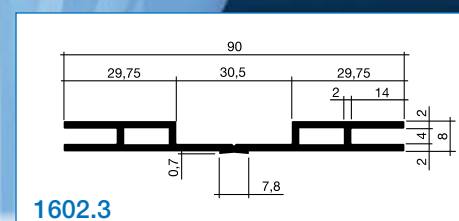
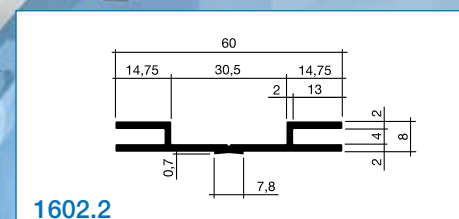
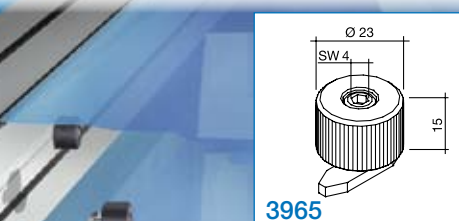
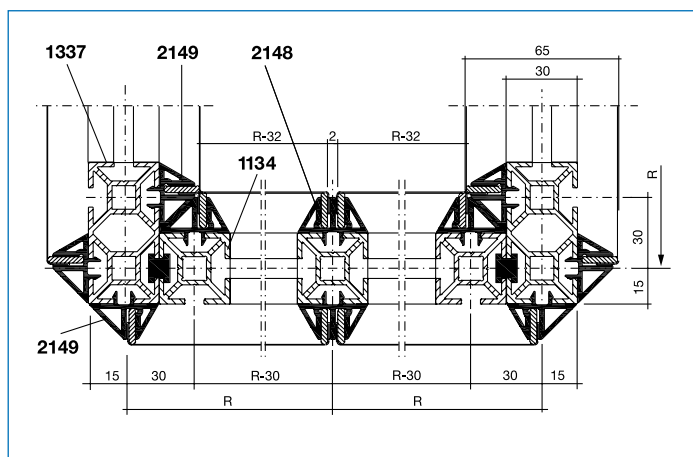
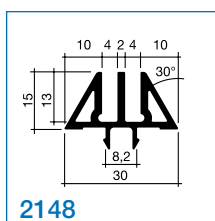
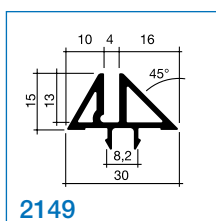
The use of fabric in the design of stand surfaces is a definite trend in tradeshow construction and this for excellent reasons. Air and light can pass through fabric, giving the stand a more open, airy feeling. It is easy to store and transport, and it allows for corporate logos and colors, or product images and other graphics, to be directly printed on its surface.

Now SYMA has made it even easier to integrate fabric surfaces seamlessly into the architecture of a stand. Our newly developed synthetic profiles,

designed to provide a flush seam between two fabric surfaces, make it possible to hide the underlying structure completely.

The principle behind our new synthetic profiles Nos. 2148 and 2149 is dead simple. The profiles can be clipped into the outside 8x8-mm grooves of SYMA profiles. They accommodate the welt on the edge of the fabric, thus making it possible – similar to a prefab façade – to create an uninterrupted surface that extends across the entire wall. This new solution can be applied to both the inside and outside surfaces of the stand, at right angles.

Our new aluminum profiles Nos. 1602.2 and 1602.3 for MOLTO 90 and 60 make it fast and easy to add fabric components to an already existing MOLTO structure. SYMA aluminum profiles can be connected to the MOLTO profiles of the existing stand with profile connectors No. 3965. The profiles can, of course, also be delivered with miter grooves, so that the fabric can be applied right around the stand for a flush exterior.



SYMA-KIRCHBERG, System training

System training for added value

SYMA-SYSTEM AG runs technical training courses on an ongoing basis at its very own Training Center in Kirchberg. The courses offer theoretical instruction, but the focus is on

practical applications. They give participants a chance to acquire important information and practical tips first hand.

Baselworld 2009, where they eagerly discussed the applications of their newly gained insights while strengthening their partnership bonds.



We know that the better our clients and partners understand our systems, the more effectively and efficiently they will apply them. Hence both groups take advantage of SYMA's courses in Kirchberg. The actual illustration shows the employees of a major client from Tokyo, being initiated into the benefits of SYMA systems between March 23-27, 2009. This gave them the opportunity to visit



Military Museum, Morges A delicate mission

Morges Castle was built in 1286 by Ludwig of Savoy. It is located across from the Mont Blanc and Lake Geneva and home to four museums: the Waadtland Military Museum, the Police Museum, the Artillery



Museum and the Swiss Museum of Historic Pewter Figurines.

After SYMA Kirchberg restored and refinished the existing SYMA showcases in the Military Museum in 2008, it was given further work this year. The new components had to fit seamlessly into the overall interior design. SYMA used aluminum frames, lacquered charcoal-grey MDF bases and glazed VSG

tops framed in black for the showcases. Dimmer LED spots installed in the tops of the cabinets gave the historic exhibits the light they need to be properly appreciated. Drawers were also installed in the bases. The showcases can be opened from a swing door on the side or by lifting the glass top. A more complex matter was the display case for the fragile model ship. It had to be possible to remove the latter from the case without taking it off the pedestal. The



model is heavy but can barely be touched. To solve this problem, SYMA's designers proposed a mobile pedestal that could slide out, which was immedi-



ately approved. Thanks to this solution the actual base does not have to be dismantled, keeping the case stable. This also makes cleaning and any work on the model much easier. All the cases are of course equipped with a security system.



Emergency Vehicle, Kirchberg Emergency interior decorating

Willy Bertolaso GmbH's core strength is ambulance management, from servicing and maintaining them, to drawing up specifications for outfitting the interior of new ones.

To carry out these exacting tasks, the company relies on flexible, strong partners. For individual adaptations of especially emergency vehicles, it has selected SYMA. Factors such as individuality, continuity and speed were decisive. The VW TIGUAN shown here had its interior outfitted in a record 7 weeks – from the planning stage to its official addition to the fleet. According to Willy Bertolaso GmbH, the interior has to be in the first place functional and durable. Of course, it can also be visually attractive, which goes without saying when it features SYMA profiles, rounded corners, hidden bolts and diverse accessories. During testing it was found easy to use and, thanks to its modular structure, easy to adapt.

