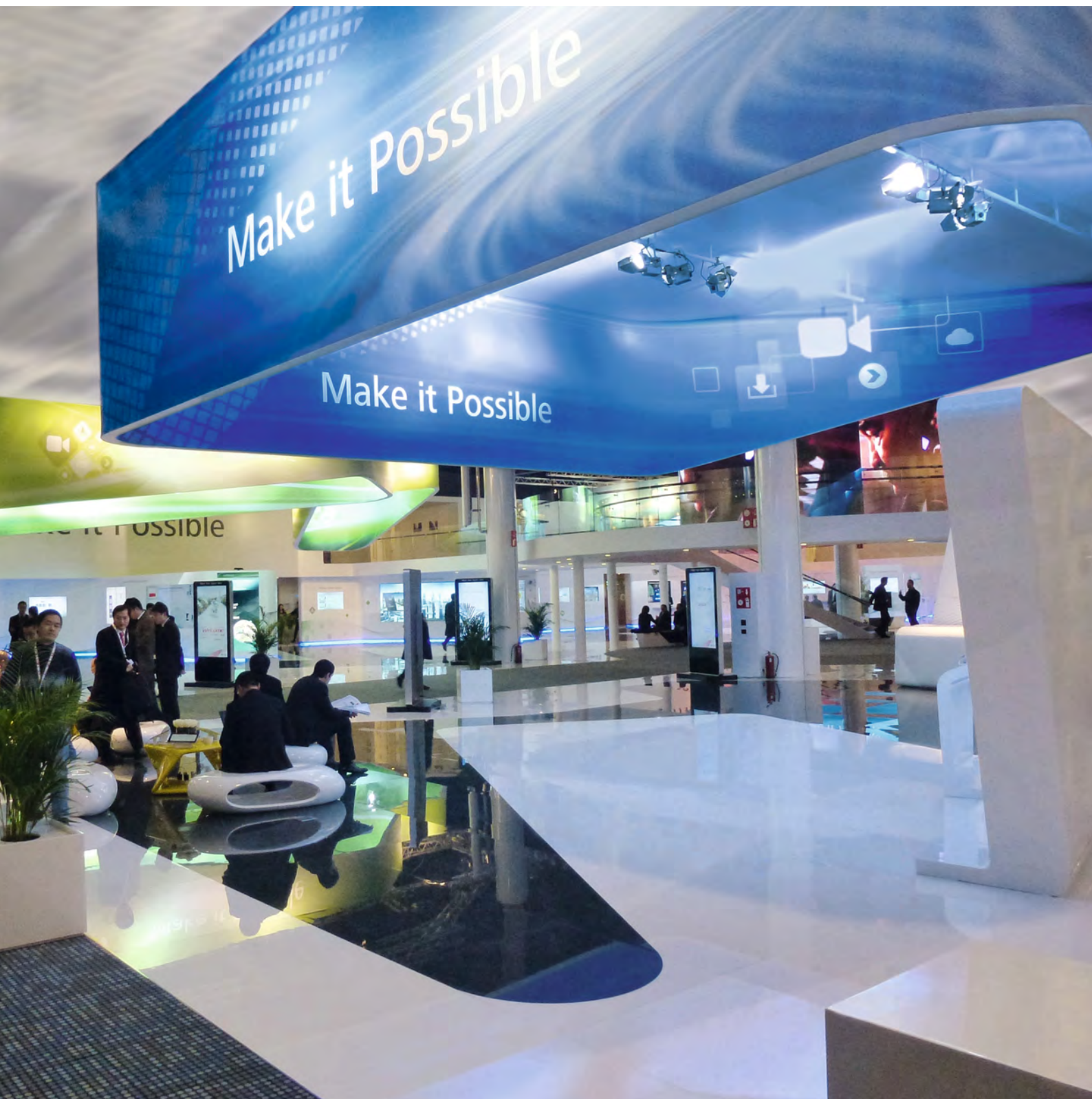


REPORT

Magazine for Exhibit Systems and Services



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 **SYMA®**
Continuous Innovation



Editorial

Dear Reader,

What can the exhibition sector learn from current politics? The central banks of Japan, the USA and the EU are deluding us on how debts can be eliminated through reflation. Or at least it is an attempt to do so. As a pleasant side effect, share prices are increasing with very little reference to real company results as, in the absence of alternatives, the flood of money can hardly be parked sensibly.

Does the exhibition sector also need an indebtedness policy, with artificially created demand through inflated exhibition space? As a result, is participation in exhibitions and are the exhibitors' stand sizes increasing by 25% and more? Hardly! And neither will reflation be the cure-all for levelling out the imbalances in the national economies.

In contrast to politics, SYMA is independent. We continue to be realists and we focus on our strengths. Is it any coincidence that, at the world's largest automobile exhibition in Shanghai, the largest individual stand by area was designed by a design agency from Zurich and the realisation and construction (6000m²) was executed by SYMA (details pages 8/9)? Did a group-wide "Swissness" suffice for this? Yes, but it is not enough. Particularly in China, you need consistency, a long-term strategy, sound management on the ground

and, above all, local friends. In this respect, the early SYMA market entry in 1991 in China has paid off. Only those who are prepared to respond to the speed in China may count on opportunities to gain long-term market shares. A brand has to continue to be vibrant and to develop and innovate in order for it to be noticed. Our SYMA teams worldwide work on this every day with every project supplied – without reflation, but with substantial deeds. Our customers deserve honest and transparent market services, without empty promises.

We present a cross-section of these services in this magazine. We hope you enjoy reading it.

W. Stucki

Werner Stucki, CEO SYMA Holding AG



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 many years of experience have made SYMA familiar with the special needs of each location. Questions about the SYMA network? roger.wyss@syma.ch | www.syma.com | CH-9533 Kirchberg | Tel. +41 71 932 32 32

Impressum

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Huawei stand at Mobile World Congress in Barcelona February 2013. SYMA realized the complex structure in record time. Floor space 3840m ² , 1680m ² on two storeys.	
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SENSOR+TEST 2013, Nuremburg

Intensive innovation dialogue

SENSOR+TEST is the leading international forum for sensor, measurement and testing technologies. It is an established event on the calendar of all industrial sectors that use sensors and measurement and testing systems for product development and manufacturing.

Founded in 1991, the Swiss-based IST AG company is a leading international manufacturer of innovative high-end sensor technologies. A member of the Endress+Hauser Group, it develops and builds temperature sensors, humidity sensors and thermal mass flow sensors for a wide range of industries and applications. IST's ongoing sensor development is shaping the future of the sector, and with subsidiaries in Roznov in the Czech Republic and Las Vegas in the USA, IST has been continually increasing its global impact and recognition. The



company was present at this major measurement technology trade fair with a compact stand occupying 77m². SYMA-Kirchberg perfectly expressed the requirements of cleanliness, precision and clarity in the stand design and choice of materials. Individually constructed arch elements over the entire width of the stand gave a striking and distinctive look. The full underside of the construction was used as a light source to provide the stand with uniform illumination. At the front five spot-lit display cabinets served as a platform for the customer's product presentations. Contrasting with the natural materials was a royal blue floor covering, which created a fresh and contemporary look. The centrally positioned reception bar was used as a contact point for intensive innovation dialogue.

ENVIRONMENT ARENA, Spreitenbach Exclusive exhibition partner



Swiss specialist chemical company CLARIANT is the only member of the chemical industry to be an exhibition partner of the UMWELT ARENA (Environment Arena) in Spreitenbach, the first competence centre for environmental technology in Switzerland.

CLARIANT commissioned SYMA-Kirchberg with the realisation of its interactive, multimedia presence. Working closely with the AWE Schaffhausen agency who managed the project, key messages were presented, such as how CLARIANT chemistry is present in people's everyday lives. In line with the ethos of the UMWELT ARENA, SYMA realised an environmentally friendly structure. All the construction materials employed were made from sustainably produced raw materials or could be separated and sorted for recycling. Energy-saving technologies were also used, such as LED lighting and multimedia equipment controlled by motion sensors.

INTERNATIONAL AIR SHOW 2012, Farnborough UK World-famous air show

The biennial Farnborough International Airshow, which alternates each year with the PARIS Airshow, is one of the top meeting places for the global aerospace industry. The Russian United Aircraft Corporation (UAC) was there to showcase its products together with its subsidiaries.

The UAC consortium was created from several historic companies as a joint stock company with the Russian government having a majority shareholding. The famous brands MIG, SUKHOI, YAKOVLEV, ILYUSHIN and TUPOLEV are completely owned by this Russian corporate group and Russia was represented at the Airshow with 60 companies, including UAC subsidiaries IRKUT Corporation, Sukhoi Company, Sukhoi Civil Aircraft, IFC etc. The multifunctional Su-35 and MiG-35 fighter jets were at the centre of the presentations and SUKHOI's Superjet 100 was actively promoted during the show. In addition



to the trade fair stands, a chalet gave outstanding views of the airfield. SYMA partner INTERFORM from Moscow was responsible for the project management and design concept, and SYMA partner MIBA from Prague managed the production and realisation.



ACHEMA 2012, Frankfurt

Double-deck compact solution

Outotec is the global leader in sustainable mineral and metal processing technologies. Outotec also provides innovative solutions for industrial water treatment, the utilization of alternative energy sources and the chemical industry.



For Achema 2012 in Frankfurt, SYMA EXPO Ltd., developed a new stand design concept and realized a compact two-storey solution with maximum space usage. The concept supports Outotec's market-leading position and global approach as well as it reflects the sustainability and innovativeness of Outotec technologies. The exclusive, high-quality execution and realization of the elegant design was in accordance with the philosophy of sustainability. A special eyecatcher was the rounded LED curtain displaying Outotec video.



ELECTRONICA 2012, Munich

Global connections



Amphenol-Tuchel Electronics GmbH is part of the US Amphenol Corporation and sets global benchmarks in connectivity technology.

As one of the largest manufacturers of connectors in the world, the company employs a workforce of around 32,000 in over 50 countries. SYMA EXPO GmbH was awarded the contract to realise Amphenol's participation at ELECTRONICA 2012 in Munich. The aim here was to convey to visitors a

harmonious overall design that stylishly combined the various market and product segments. SYMA EXPO GmbH developed an elegant double-deck design with clear lines that offered space for face-to-face discussions. The giant "A" from the Amphenol logo on the roof of the stand was a special focal element.





DIFER Event Crafting, Barcelona

Sustainable repositioning

Following the spectacular launch of its new corporate identity, SYMA partner DIFER has already realised a number of successful international trade fair presentations.

One year after the rebranding, the exhibition stand constructor was again involved in the Mobile World Congress 2013 in Barcelona with various new projects. DIFER realised the visitor lounge for LG together with long-term partner SQUAREGRAPHY. Similarly, the realisation of the NEC stand was the result of close collaboration with HAKUHODO Germany. A further success is the partnership with Spoon Exhibits US for the new client LIQUIPEL, a pioneer in the area of waterproof nanotechnology for smartphones and tablets. DIFER also impressed on the international stage with a number of new projects. These included the MITA-TEKNIK booth at CWEE China where DIFER was supported by its partnership with SYMA-ASIA. Its participation in SAPPHIRE NOW in Madrid was the result of new contacts, including IG EXHIBITS from Dubai and SPARKS from the USA. The biggest attraction there was the Formula 1 racing car at the McLaren stand. DIFER also realised visitor lounges and offices at the same fair. At the EACTS Congress in Barcelona DIFER built the MEDISTIM stand to the design specifications of the client. The international event crafting company has big plans for 2013. As last year DIFER was responsible for the production management of different local music events, including the MiRA FESTIVAL. The company is planning to add more such events to their calendar.



REALIS, Qatar and UAE Sporty and inspiring

REALIS, the local SYMA partner in Doha and Dubai, impressed visitors to the ASPIRE 4 SPORT congress and the MEBA SHOW 2012 with two cuboid stand projects.

At the annual ASPIRE 4 SPORT event REALIS used the benefits of the SYMA-DOMO system for the realisation of the conference centre. The congress is a popular meeting place for sports stars and personalities from the worldwide sports industry. New technologies and trends were the theme of the exhibition, which was held this time on the indoor football field in the ASPIRE DOME in Doha. With its efficient modular design and unique structural variants (8 units), SYMA-DOMO



was the perfect solution. The flexibility of the lighting system for the various conferences with their daily varying requirements was a further compelling argument.



AURORA AVIATION SA is a worldwide provider of flight management services (flight planning, ground handling, charter flights, travel services, fuel procurement etc.). The company forged valuable contacts with its stylish two-storey stand (320m²) at the Middle East Business Aviation Show 2012 (MEBA) in Dubai. The corporate design was consistently based on the companies colours of blue and white and succeeded in creating a powerful brand presentation.





AUTO SHANGHAI 2013 Booming automobile market

From 21-29 April 2013 the auto world looked to Shanghai for the 15th time in confident expectation of numerous international premieres at the largest automobile trade fair in the world. With the Chinese auto market stepping on the gas, this show is now the most important trade fair for the automotive industry.

Altogether 3.9 million cars were sold in China during the first quarter of the year and the total number of new automobile sales on the Chinese market for 2013 is estimated at around 14-15 million. The rapidly growing Chinese automobile market has fuelled international interest at the car show. In addition to rising visitor numbers, there are also an increasing number of world premieres at Auto Shanghai, which are important not just to the Asian market but also globally. More and more European and US manufacturers are now opting to use China as a presentation location. In particular, Shanghai General Motors (SGM) responded to increased levels of demand with an extremely large presence (over 6,000m²). The creative design concept for BUICK and CHEVROLET was developed by Bellprat Associates Zurich. The BUICK



design was dominated by a white ribbed shell with interior LED lighting based on the new "Reviera" concept, while that of CHEVROLET featured white, looping panels reflecting the brand's gold logo.





Faurecia

As one of the world's leading automobile suppliers FAURECIA also exploited the huge sales potential of AUTO SHANGHAI. The international high-tech company positioned its four business groups within the SYMA double-storey concept. This flexible concept had previously been successfully adapted in various countries by the global SYMA network.

CADILLAC models stood out brilliantly against a black and white background with accent lighting, symbolising the brand's classic "diamond cut" styling.

SYMA-ASIA took just one week to construct the lavish presentation, which was project managed by the George P. Johnson agency.



LIFESTYLE EXPO 2013, Jakarta

Trendy Lifestyle

After its successful launch in 2012, LIFESTYLE EXPO was again held this year in Indonesia. The key objective of the fair is to establish the lifestyle and designer products of Hong Kong on the Indonesian market.

To present the high-class lifestyle products, an exhibition area of 1100m² was realized in SYMA combined with wooden elements, as well as a further 7300m² with custom-built structures designed to the specifications of HKTDC. Hong Kong staged its multifaceted lifestyle with a variety of lighting effects and colour highlights together with numerous showcases of exhibits. SYMA constructed this major project over just two nights.



CHINA MED 2012, Beijing

Hightech Medicals

China MED is one of the most important exhibitions for medical equipment and facilities in China.

The fair is held in the China National Convention Center in Beijing and together with CMEF (China International Medical Equipment Fair) is regarded as the leading trade fair for medical technology

in China. It is a meeting place for professionals from a variety of medical specialties, including endoscopic and optical equipment, diagnostics and surgery, OP technology, X-ray and laser technology, orthopaedic and rehabilitation technology, sterilisation equipment and implants. The design concept for SIEMENS had already been successfully employed at the RSNA EXHIBITION 2011 in Chicago and was now adapted for CHINA MED by SYMA-ASIA. The radial stand structure provided the ideal conditions for subdivision into various themed areas equipped with colour LED screens. SIEMENS presented its high-tech products as well as showcases of exhibits and the latest technologies. Delegations from military and civilian hospitals and experts from the medical industry made the most of this opportunity for information exchange.



EUROBLECH 2012, Hannover

Strikingly effective



"Going ahead. Going beyond." This was the slogan of technology and world market leader in metalforming, SCHULER at EUROBLECH 2012 in Hanover.

Based on the previous year's brand presentation, MIBA/SYMA-Prag realised a modular booth system (concept und architecture by SCHMIDHUBER of Munich) covering a total area of 752m². This large presentation focused on the unmistakable communication of the brand in combination with the two central themes of lightweight construction and energy

efficiency. The strikingly effective trade fair stand was framed by a "sky", supported by a plinth. This created large display windows that focused the view from outside on the exhibition highlights. Each display window was assigned to a particular market segment and oriented towards a specific target group. Since SCHULER offers a diverse range of metalforming technologies, the widest possible target groups were addressed. The exhibition highlights of the individual market segments were presented in the display windows by means of typical exhibits, graphics and video sequences. This arrangement enabled visitors to the stand quickly to gain an overview of the variety of themes on show and to talk to the SCHULER experts specialising in their particular areas of focus. At the centre of the exhibition stand a large information and lounge area with an integrated presentation forum invited visitors to explore the special themes in greater depth. The catering level on the upper storey with its impressive panoramic views offered visitors the ideal opportunity for refreshment and relaxed discussion. The product communication came from the WSP Design advertising agency in Heidelberg. Under the direction of SCHMIDHUBER the design of the sky was created by hauser lacour from Frankfurt.



Hannover Messe 2013, Hannover

Industrial value added



The world's most important industrial exhibition centre presents a cross section of key industrial technologies. Major sectors come here to showcase their strengths and enable an interdisciplinary transfer of knowledge.

HYDAC was founded in 1963 as a hydraulics accessories company and has now grown into an internationally active group with over 7,000 employees, 50 branch offices and 500 trading and service partners worldwide. HYDAC focuses on the areas of hydraulics, systems and fluid engineering. To celebrate its 50th anniversary, the company showcased its products and services at the largest industrial trade fair in the world on an area of over 800m². The double-deck exhibition stand with meeting rooms, kitchen and large catering area on the upper floor was based on SYMA 30/150. At over 40 trade fairs annually worldwide HYDAC relies on SYMA quality products that have proven their worth over many years and on SYMA's outstanding efficiency in planning and realisation.

ISH 2013, Frankfurt

A world of sensual experience

Originally a market leader specialising in superior accessories, KEUCO has now positioned itself as a one-stop supplier of top-class bathroom furniture. KEUCO showcased the sensuality of water at ISH in Frankfurt, the leading international trade fair for the bathroom, building, energy and air-conditioning technologies and renewable energies.

Expressions of modern, contemporary architecture formed the clearly structured and purist external framework for the brand positioning. The classic architectural principles of support and load were demonstrated in a variety of ways. Interruptions in the symmetry and "cut-outs" in the white outer shell created structure and tension between the architectural elements and their functions. The architecture was ideally designed as the bearer of the KEUCO trademark. On entering the interior of the 660m² custom-built stand, visitors were met by the entire world of KEUCO products. The three-dimensional brand showcase combined the brand promise with the readiness of the company to forge new paths. At the centre of the stand KEUCO celebrated the key theme of the "Sensuality of Water" and visitors were able to examine in detail the latest developments from the bathroom fittings sector. Altogether 250m² of the overall stand area were enclosed by a SYMA double-deck and covered with conventional cladding. Conventional cladding was also chosen for the other structures and external walls in SYMA-MOLTO 30/90. conform GmbH was responsible for the design, planning and realisation.



AAG WORKSHOP, Brazil / Chile

Partnership and teamwork

Brazilian SYMA partner AAG WORKSHOP is located in Sao Paulo. Projects for SEPAC, WASS and CSR demonstrate the broad diversity of AAG's work.

AAG WORKSHOP has already realised a large number of trade fairs in Brazil, one of which is the annual APAS fair in Sao Paulo. AAG developed a 90m² modular compact stand for the client SEPAC, a leader in the hygiene products sector. The basic concept concentrated on a central meeting point, enclosed by external glass showcases. Meeting rooms that offered more privacy were also available. Visual communication with large product graphics characterised the eye-catching design. SYMA partner AAG WORKSHOP was responsible for the design, project management and realisation.

On behalf of MIBA Prague, AAG executed the booth for WASS at EXPONAVAL 2012 in the client's red and white corporate colours. The Exhibition and International Conference of



Naval and Maritime Defence in Chile is a meeting place for naval officials, high-ranking military personnel, government officials and companies involved in the defence industry from all over the world.

The concept for the stand of the CSR Corporation at the annual NT EXPO railway exhibition in Sao Paulo was planned by DEMAGE China and AAG was responsible for project management and realisation. Under the slogan "All for mobility", CSR presented its rail projects on custom-built structures with impressive panel illumination.



SRS – SYMA RENTAL SYSTEM, Mexico

Highly efficient use of space

SYMA-RENTAL-SYSTEM sells SYMA products in Mexico and specialises in the rental of SYMA double-deck solutions. In 2012, it recorded sales of over 2500m².

With over 23,000 visitors, MEXIPAN EXPO is an important national trade fair for the bakery industry and SRS Mexico realized, commissioned by EXPOTECHNIK, SYMA double-deck construction for clients SELECTA and ILSA FRIGO.

Small and medium-sized enterprises from the construction and electrical engineering industries exhibited on an area of 50,000m² at the EXPO NACIONAL FERRETERA. SRS was commissioned by SPHARTA (for CUPRUM) and GRUPO OMEGA (for FERREMAYOREO) for multi-storey stands and MOLTO 150.



EXPO ANTAD / BOOK FAIR 2012, Guadalajara

Valuable networking

GRUPO OMEGA, the SYMA service partner in Mexico, is one of the three main contractual partners of EXPO ANTAD. Grupo Omega also realized the 320m² national pavilion for Argentina at the BOOK FAIR in Guadalajara.

EXPO ANTAD is a networking forum for managers and owners of shops and department stores from Guadalajara. It attracts exhibitors from a wide range of segments including,

foodstuffs, cleaning materials, furniture, security systems, merchandising and logistics. GRUPO OMEGA covered a floor area of 3,000m² here in SYMA-MOLTO 150 and 90. The SYMA partner also brought together 25 exhibitors on an exhibition area of 320m² with reception, auditorium, reading room and cafeteria in SYMA-MOLTO 150 for the Argentinean participation at the BOOK FAIR.





SILMO 2012, Paris / BRAU 2012, Nuremberg

Refreshing diversity

From unique F1 sunglasses and refreshing fruit juice concentrates through to SAP information consoles – the portfolio of SYMA-AUSTRIA demonstrates the diverse uses of SYMA technology.

AUSTRIA JUICE, a joint venture of AGRANA Juice Holding GmbH and Ybbstaler Fruit Austria GmbH, produces fruit juice concentrates, beverage compounds, fruit wines, not-from-concentrate juices, natural aromas and fruit sweeteners.



The contract for the Red Bull Racing Eyewear island stand at SILMO in Paris was awarded to SYMA-AUSTRIA by BGI GesmbH, an Austrian import-export company based in Graz. Its core business is the marketing of international licences, the design of glasses and lenses and their international distribution. Since the end of 2011 the company has been the official license holder for the Red Bull Racing Eyewear brand. It manufactures and distributes eyewear as an independent brand under license from Red Bull Racing. The 168m² island stand was constructed in SYMA-SYSTEM 30 with concealed outer edges (stainless steel bands). In line with the racing style of the eyewear collection, a Red Bull Racing F1 racing car attracted plenty of attention at the fair.

The aim of this new brand is to create uniform brand identity. The presentation at BRAU 2012 was based on the SYMA-XWALL system with flowing lines and outside fruit decorations.





Interlaken Forum Promarca

"Shopping 2.0" was the overall theme addressed by around 150 decision makers from the Swiss branded goods industry. This annual forum organised by PRO-MARCA, the Swiss brandname products association, was held at the Hotel Victoria-Jungfrau in Interlaken.

What does the consumer of today look like? How and where do customers buy in the Web 2.0 era? Various expert speakers from industry, commerce, communication, science and research gave their ideas and possible answers to these questions in a series of lectures. Inspired by the event, the audience enjoyed this opportunity for lively discussion and intensive networking. SYMA Event Services was commissioned by visua media ag to undertake the on-site technical



The Swiss branded goods association Pro-marca, founded in 1929, represents the interests of 100 member firms in the consumer goods segment towards politicians, public authorities, business, commerce, the media and other associations. It strengthens and protects brand values, promotes a fair market environment and communicates brand-relevant knowledge internally and externally. These brand companies with an annual turnover of CHF 13 million (including exports) employ around 19,000 staff and invest many millions of Swiss francs every year in the Swiss economy.

audio and video production. Cameras at the front and sides ensured that both moderator and speakers were always clearly in shot, while a combination of Kling & Freitag speakers and Sennheiser microphones provided faultless acoustics.





MICROSOFT WINDOWS 8 LAUNCH, Shanghai

Magic moments

Microsoft announced the global launch of Windows 8 with an impressive event in Shanghai at which the audience were able to try out 50 machines, including Microsoft Surface.

MICROSOFT celebrated the great event in the historic 1933 Old Square in Shanghai. Originally constructed in the 1930s as a slaughterhouse, the building now houses artists, students and business people. To celebrate the launch of WINDOWS 8, the designers from PINNACLE EXHIBITS created a modern design concept in harmony with the historic character of the building. The design focused on providing an elegant atmosphere and special lighting effects and deliberately avoided

the use of unusual structural elements. The glass floor of the launch auditorium, which was covered with matt film, was illuminated from the third floor by a stunning lighting display. A large projection wall with giant screens and a simple stage design formed the magical centre. A total of 100 erectors, 2 crew managers and 3 project managers from SYMA-ASIA were involved in this last-minute project. In fact, the approved plans were only received 3 days before handover. The client (RANDO PRODUCTIONS) was suitably impressed by all the additional on-site services of the SYMA team and the entire project was realised in less than one month. Dubai hosted a further edition of the same event, which was realized by the local SYMA partner.





AUDI RS LAUNCH, Shanghai

The culture of motor sport

On 27 October 2012, FAW-VW Audi launched its Audi RS High Performance Vehicle Strategy right next to the F1 racetrack in Shanghai.

Based on the concept "Advancing Driving Experience by Generation of the Motorsport Gene", the organiser made good use of the strong pulling power of the FIA Endurance World Championships. SYMA-ASIA supplied the framework for the spectacular event with the realisation of an impressive double-deck structure. Solid aluminium sheeting was used for the facade to create a consistent Audi 4S store style. The Audi Motor Team used the ground floor to reflect the authentic culture of motor sport. The strikingly illuminated upper deck with stage and rows of seating was chosen as the venue for the launch. A power generator and projector were installed for simultaneous movement to enable a mobile LED big screen with the images projected onto Barrisol material. A solid and

stable structure was created based on precise calculations during the planning phase. The SYMA Team successfully met the various project requirements under huge pressure of time. The entire event was a brilliant success with the added attraction of guests Allan McNish (Audi champion driver), Jet Li and ever-popular superstar Keri Hilson.





Showroom & Opening Event, WUXI China

Case Study: DANA

Founded in the United States over 100 years ago, Dana Holding Corporation serves customers in 125 countries with considerable market share in both Asia and Europe. As part of its expansion in China, Dana recently launched a new brand - Spicer® Rui Ma™ Drivetrain Products – a range of products designed specifically for the Chinese market and manufactured in China.

tures with custom-designed, Dana-brand blue lighting. The space itself is also designed to be flexible, with tables and chairs available for meetings with customers and government officials, or a classroom, and is outfitted with a smart-board that allows presenters to quickly and easily communicate concepts and ideas. The grand opening was equally a success.



Dana is so pleased with the results, they have asked EWI Worldwide to support the brand's expansion in India with the grand opening of another technical center and showroom — and again deliver on the high expectations that have helped grow Dana into a worldwide industry leader.

For the opening of its new technical facility in Wuxi, north of Shanghai, Dana wanted a high-class showroom to impress visitors with product and capability displays. Needing a high-impact launch event for the factory and showroom's grand opening, Dana selected EWI Worldwide and its global network of employees and partners to deliver the best materials with seamless logistic support. As part of the program, Dana asked EWI Worldwide to design, fabricate, and install the Wuxi showroom, as well as work with the company's PR and marketing partner to help support their efforts at the high-profile event – all just two weeks after the Chinese New Year.

With no room for error, Shirley Li, general manager of EWI Worldwide's Shanghai office, and her staff became instrumental in ensuring that all local government criteria and needs were met. And, with their approval, plans were quickly executed with Dana's trademark high-quality materials and manufacturing, with local support through EWI Worldwide's alliance with SYMA.

Today, the Wuxi showroom represents Dana's latest accomplishment and is a major part of the overall visitor experience. A living display of Dana's most important products and technology, the showroom features custom displays that highlight product fea-



NATIONAL MUSEUM, Zurich Special animal exhibition

From 1 March to 14 July 2013, the National Museum in Zurich is holding a special ANIMALI exhibition with the theme "Animals and Mythical Creatures from Antiquity to the Modern Age".

High-quality objects from famous museums have been chosen to express the symbolism of real and mythical creatures in European cultural history. Mighty as an eagle, strong as a lion – certain characteristics of animals fascinate mankind and are popular symbols in myths, sagas and legends. Artistic objects show the powerful effect that the animal kingdom has always exercised over the human race. In order to protect these valuable works of art, SYMA-Kirchberg was commissioned with the development of suitable system elements. The constructed modules can be arranged as individual showcases or lined up in rows. This gives a high degree of flexibility in terms of

design and use of space. The fully glazed showcases without hinges and locks enable a gas-tight design, which is vital for sensitive objects. Fitted with laminated safety glass and an additional alarm system, the showcases meet the stringent security requirements. The clear and transparent concept with numerous historic exhibits transports visitors back to the cultural history of former times.



SYMA-XWALL, FC St.Gallen Fanshop

Variable components

FC St. Gallen now has its own Fanshop. On the second floor of the Business & Fun Arena, FC St. Gallen fans can find everything their hearts desire. SYMA Kirchberg was commissioned to fit out the shop completely with SYMA-XWALL components.



The versatility of SYMA-XWALL enabled the creation of an optimal room-in-room solution that was not only visually striking but also provided optimal shopfitting components and practical functionality with fully automatic sliding doors to the storage area. Digital prints of the AFG ARENA on the SYMA-XWALL walls and an artificial grass floor give the Fanshop a special stadium atmosphere. The shopfitting components can be varied as required thanks to the integrated shelf holes, and multifunctional support rods can be combined with various standard commercial accessories.



Zurich Airport Customs Inspectorate

Confiscated goods

Smuggled goods, drug searches, professional criminality, immigration, control of precious metals, protection of cultural assets and species conservation – these are just some of the issues confronting border guards and customs officers every day. The Customs Inspectorate at Zurich Airport is now taking a new approach to infringements of customs regulations.

SYMA Kirchberg realised showcases for the safekeeping of a wide range of confiscated goods. The concept was based on SYMA-SYSTEM 3000 Series 20, which meets all security requirements, including complete integration of the lighting system. SYMA has delivered and installed tall showcases, cabinet showcases and table showcases at Zurich Airport.





SKYGUIDE TRAINING CENTER, Zurich Realistic tower simulator

Skyguide needs large numbers of air traffic controllers to staff its control towers. The new tower simulator which was recently opened in Dübendorf will meet the Swiss air navigation service provider's training requirements for years to come and enable it to offer training facilities to external customers.

In order to satisfy the high training standards, the new 3D tower simulator provides a 360° panoramic view. The SKY-

GUIDE training centre in Dübendorf now has three state-of-the-art tower simulators, which offer a realistic representation of the view from the towers of numerous different airports. The newly opened "TOSIM green" simulator has 17 central HD projectors which provide better image quality compared to conventional systems with back projection. In this project SYMA was responsible for the replication of the design of the cockpit. This included the supply of 3 complete air traffic controller

workstations and an instructor workstation as well as the projection screens. The workstations were developed and constructed to customer specifications. In addition to planning the ergonomics and optimal spatial layout, accommodation of the technical equipment was another key aspect. A wide range of connections, including wireless, USB, power etc., as well as monitor screens had to be integrated directly into the work consoles. The consoles were fitted at the rear with racks to accommodate 19" components. In collaboration with JVC Professional, the complex task of projection was realised with 17 HD projectors using mirror technology.





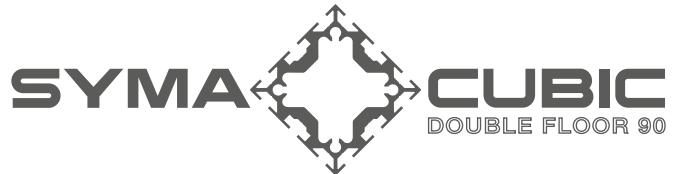
NEW

SYMA-CUBIC Double-Speed Performance

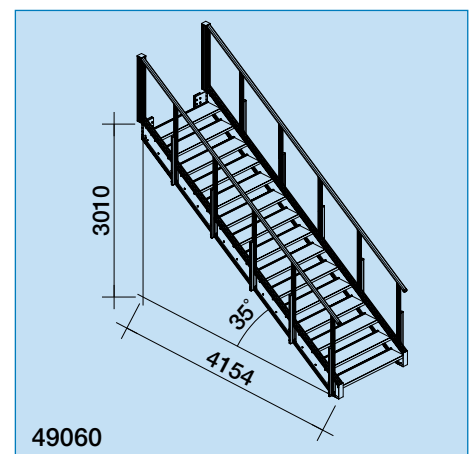
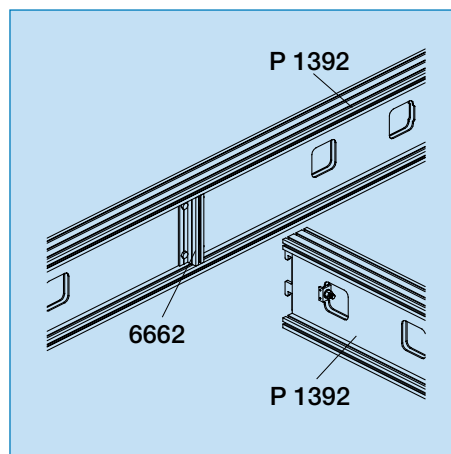
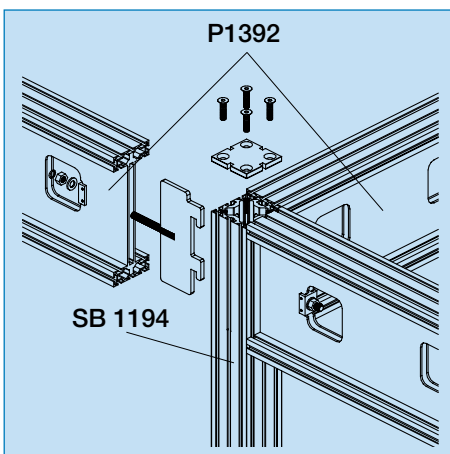
Would you like to create multi-level structures at nearly twice the speed with no reduction in load-carrying capacity? With SYMA-CUBIC and the new, patented quick hook connector, exhibition stand constructors achieve even better performance in the execution of multi-level projects. This compatible aluminium stand construction system offers a sophisticated slimline look and expands the graphic options with its refined design.

SYMA's latest brainchild is the answer to the constant demand for increased efficiency and cost optimisation. The sophisticated slimline appearance (90x90mm support profiles) is combined with a substantial effective load capacity of 500kg/m² with a 4x4m profile grid. The SYMA-CUBIC system also increases the opportunities available with existing products. Fitted with 8mm system grooves, this innovation is compatible with SYMA-MOLTO 90. A new quick hook connector reduces assembly time and meets structural requirements (100kg load/m of railing). SYMA-CUBIC is also the perfect "keeper of order". To ensure that everything remains in its proper place during busy erection and dismantling periods, no loose screws are used in the connection of the beams to the support profiles. Only one type of beam is used (90x270mm) with no differentiation between primary and secondary beams. In summary, the stand constructor and user benefit from the following advantages – increased efficiency (half the assembly

time), an attractive slimline look with homogenous design surfaces coupled with proven structural characteristics as well as compatibility with SYMA-MOLTO 90 and other products from the SYMA range. Take the speed test!



- Lower material costs, lower installation costs
- New patented Quick-Hook-connector
- Built up to 50% faster
- 100% compatible with the MOLTO 90
- Payload of 500 kg/m² with a column grid of 4x4m





SYMA-AUSTRIA, Vienna Prestigious new build

SYMA-Austria had been based in its own premises in Wolkersdorf since 1974 and the question now was whether to move, renovate or construct a new building. Because of its excellent location on the A5 North Autobahn (a major growth region for Vienna) it was decided to go for a new build.

Since the new office building was to be constructed on the same site, temporary relocation to a group of containers on the premises was required. Thanks to perfect preparations, the move was realised in a single afternoon and night. For 7 months the containers provided the working hub for planning, design, project management, finances and the entire company management. During this time a prestigious, two-storey building was constructed on an area of 324m². The exterior shell was realised with silver-grey aluminium sandwich panels, blue Alucobond decorative strips and ribbons of windows

with aluminium blinds encircling the building. The open, bright interior architecture was based on a natural oak floor, white ceilings and walls, rails and partitions in a fully glazed design. Contrasting bamboo forest colours were used for the glazed areas on the ground floor, with blue being used on the upper floor. The elegance of the white elements contrasted with the orange office chairs and green desk partitions. The state-of-the-art building technology includes a cooling ceiling system, ventilation unit and under-floor heating. Heating is based on a conventional gas system. High functionality and stylish design characterise the entire construction.

