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EXHIBIT DISPLAYS

EDAG DESIGN**STUDIO**

YOUR GLOBAL MOBILITY ENGINEERING EXPERTS

How do you present **subsystems, components** and **modules**, but also **visions** and **concepts** at **trade fairs**?

In order to draw customers' attention to products like these, the EDAG DESIGN**STUDIO devises** and **designs** individual exhibit displays. Working with the EDAG Model Building and E/E teams, these exhibit displays - **partial vehicles, modules, subsystems** or **sculptural elements** - are, from a **single source**, designed, constructed and made ready for operation in line with customer requirements and the components to be presented. This gives our customers an appropriate means of presenting their **skills** and **visions** to their customers in **neutral „vehicles"** at fairs, road shows and in showrooms.

The EDAG DESIGN**STUDIO**, Model Building and E/E departments do, of course, also design and create these exhibit displays for EDAG.

From the vision to the exhibit

In the **first stage**, we work with our customers to develop a **vision** and **concept** for the ideal presentation of their products.

In subsequent steps, we cooperate with other EDAG departments to work out:

- Presentation variants, design, creation of the entire exhibit display, and if necessary also the components
- Incorporation of new materials, trends and technologies
- Design/technology convergence for the 3D design, E/E development and implementation in model and prototype construction
- Consideration of suitability for exhibition use, simple construction and installation, and whether it can be used and transported worldwide
- HMI design with definition and layout of the control elements, and optimisation in terms of usability and user experience (UX)
- GUI design (assets) for all fields of mobility
- Lighting concepts: interior, exterior and for the and for the overall presentation of the exhibit
- Trim & colour concepts

EDAG Engineering GmbH
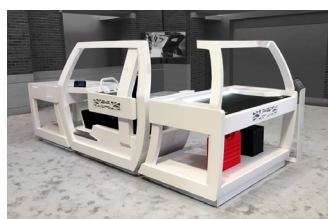E-Mail: be-designstudio@edag.com

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