

# visuSolution



opti 2017

(8 x 8 m)

SEE AND BE SEEN

The opti 2017 was an important occasion for visuSolution GmbH. Since 2016 the young company has been developing video-centred systems and electronic reading aids and for the first time in 2017 exhibited at the international trade show for optics and design.

With our custom-designed trade show concept, we provided a fitting stage for the premiere appearance.

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The frontal stand with its geometric shapes and structured arrangement combines innovation with precision. The round presentation table is an eye-catching centrepiece. To draw visitors' attention to the product display we used floor design and techniques for achieving visibility from a distance. A textile cylinder is therefore placed directly over the table and the tri-coloured logo forms a carpet-inlay below.

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(8 x 8 m)

Bordering the presentation area there is an open and comfortable communication corner, which is concluded with further presentation platforms. The products at the focus of conversations are within easy reach.



## Temporary architecture for long-lasting brand success. Stand construction in Aachen for all of Europe.

Design – Planning – Realization

Our own success is closely linked to that of our customers. This is why we always focus on those factors that make our customers successful. The first and most important step in each project is to listen and to understand the goals. Good design as well as a high-quality and technically sound solution are a must.

What makes us different is that we see it as our duty to provide security for our customers. The security each customer needs, to know that his pressing tasks that are critical for success are in good hands.



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