



Welcome!

The CADENAS Tradeshow Entertainment Package

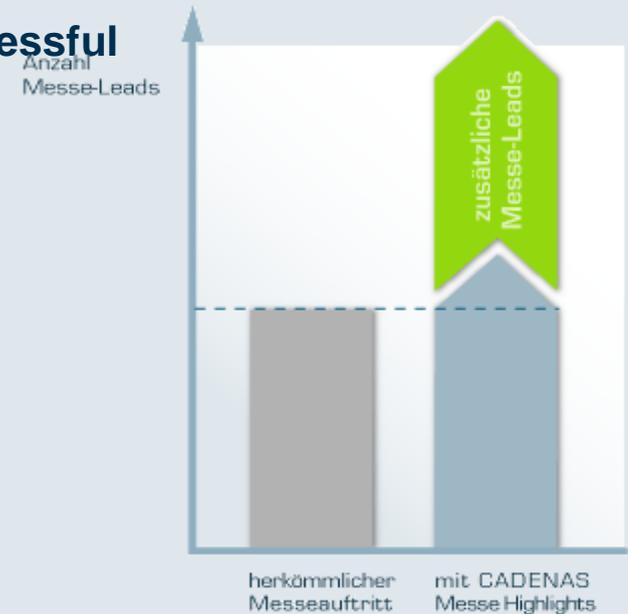
Design your tradeshow exhibit with more success and innovation.



Overview

- **Benefits of the Entertainment Package at tradeshow**
- **The innovative Entertainment Package by Cadenas**
- **Insights into tradeshow cooperations thus far**
- **Questions?**

- **Your tradeshow exhibit becomes even more successful**
- **Increase your tradeshow leads**
- **Eye-catcher for all visitors**
- **Your eCATALOG will be displayed memorably**
- **Support your company**
- **Strengthens the connection of business to your eCATALOG**





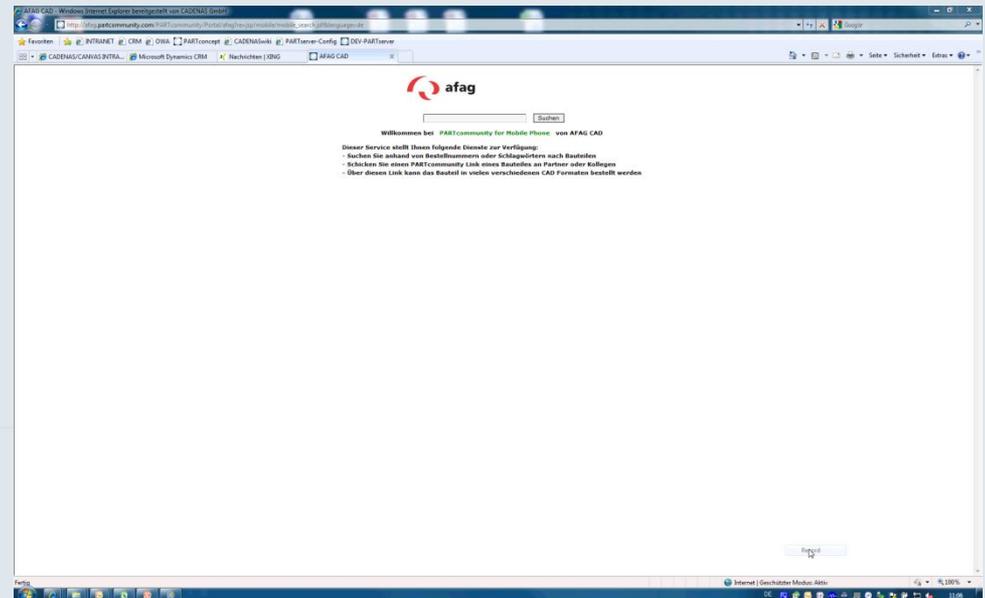
Entertainment Package

- **63-inch LCD Screen**
- **Mobile Search**
- **Quick Response Code**
- **Wii Remote Control**
- **3-D Glasses**
- **Augmented Reality**

- The 63-inch LCD screen
- This will help your your eCATALOG make it **BIG!**



- **Mobile Search**
- Mobile search via Smartphone
- Product information, such as for example, sending e-mails during sales pitch.
- Very positive reaction through the business of our customers



- **Quick Response Code**
- The fast and easy way to your eCATALOG
- For all interested parties at your booth
- Read the code via Smartphone and 3...2...1...YOUR eCATALOG
- Strengthen your eCATALOG with codes on your products.





Entertainment Package

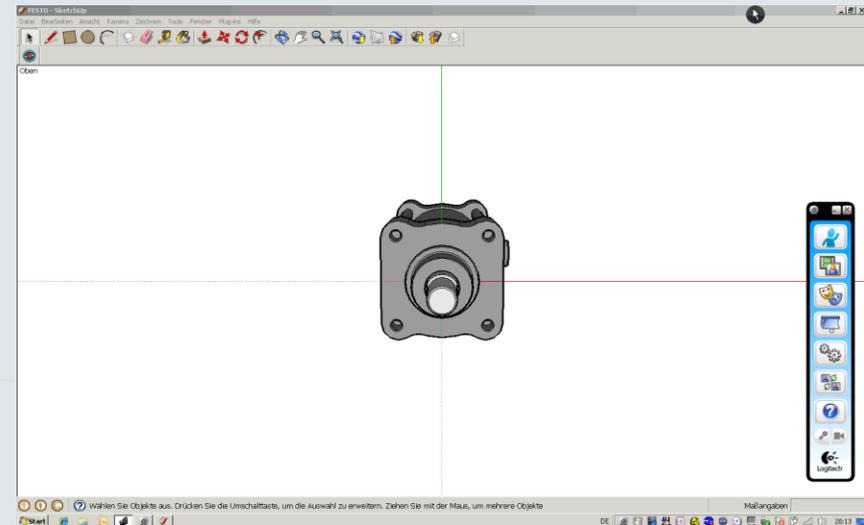
- **Wii Remote Control**
- Interactive and unforgettable tradeshow experience at your tradeshow booth
- Visitors can take your 3-D CAD models into their own hands.
- Awaken the interest of the tradeshow visitors
- Animate visitors to join in and experiment
- There is no easier way to start a conversation!



- **3-D Glasses**
- Make your eCATALOG a real eye-catcher
- Realistic, almost touchable part display.
- Immediate and lasting advertisement for your eCATALOG (see Motek glasses)



- **Augmented Reality**
- **Submerge your visitors into virtual reality**
- **Simply equip your catalog with the necessary marker points**
- **Allow your visitors to be inspired by a 3-D model in front of a camera**



Tradeshow Cooperation Thus Far

- **Motek 2009 with the company AFAG**

A few months before the Motek fair, CADENAS asked Afag whether they would like to exhibit at our tradeshow booth. After a meeting and due to the long-term experience with CADENAS we decided to go with it. Based on the professional exhibit as well as some quality features (3-D glasses, extra large TV), many visitors stopped by the booth with interest and gathered information.

This led to the ideal synergy between CADENAS and Afag. For the Motek fair in 2010, we are aspiring towards another tradeshow cooperation.



Tradeshow Cooperation Thus Far

- **HATLAPA – 3-D Presentation of the HATLAPA eCATALOG in Shanghai**
- The 3-D glasses proved to be a real eye-catcher by attracting **numerous new interested parties** to the HATLAPA tradeshow booth. Especially the Asian visitors, who had up to now only been used to 2-D catalogs, were very impressed by the 3-D presentation of parts. “We are very pleased with our tradeshow exhibit and especially with the large feedback we received regarding the 3-D presentation,” said Sönke Tanz, sales associate for the Chinese region of HATLAPA Uetersener Maschinenfabrik GmbH.



Thank you for your attention!

QUESTIONS?

INTEREST?

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