

## LOBO Lasers at the BOSCH IAA exhibition booth

Laser projection technology applied elegantly in the area of exhibition stand construction.

At first glance the trade show visitor does not see more than three large background prints at the Bosch Mobility Solutions exhibition stand. But all in a sudden a dazzling and elegant shine rushes over the images, just as it was an integral moving part of the static motive.



It has been the laser specialists of LOBO from the southern German city Aalen, using lasers in a completely different way: Not dazzling bright in a dark environment, but in a rather subtle, reduced and elegant way, three of LOBO's bliss-XS-type laser projectors bring to life large background prints on this bright stand. With this solution, the stand creates a pleasant antipole to the omnipresent flashy standard LED screen setups on this trade show.

LOBO's Creative Director Alexander Hennig, head of the most awarded design team of the industry, about this project: „The more you are trying to reduce things, the more you have to think about even the smallest details. Together with us the responsible agency and the client have invested tremendous love to detail, to bring this outstanding trade show presentation to life.“



On the technical side a LACON-5 control system allowed a fully automated operation throughout the 11 trade show days. Due to the high output powers of the lasers, the projection layout made sure that no visitor could be dazzled by the projections.



**Hinweis:** Alle abgebildeten Lasereffekte stammen von Originalaufnahmen und sind nicht nachträglich eingefügt worden

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