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Issue 49

# Exhibiting

Exhibition analysis for the marketing professional



Harman  
Consumer UK  
on thumping sound  
systems, even louder  
ladies and exhibitions

The latest products and services hitting the exhibition hall

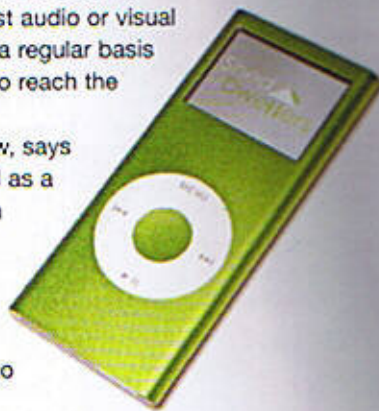
**Brave new world**

Shed Dwellers is now providing its podcasting service to exhibitors. Up-to-date brochures and presentations to promote products and services can be sent to a targeted audience, along with an invitation to visit your stand during an event.

"We identified an opportunity for exhibitors to save money on expensive mail shots and marketing campaigns by using podcasting," says Shed Dweller's Jamie Macleod. "The ability to broadcast audio or visual information through websites on a regular basis gives exhibitors the opportunity to reach the target audience year round.

From an exhibitor's point of view, says Macleod, "podcasts can be used as a marketing tool on-stand. You can engage your audience with a short advertising trailer introducing your company, its products and services. In addition, podcasts can be used to record seminars".

[www.sheddwellers.co.uk](http://www.sheddwellers.co.uk)



**Seeing the light**

Ceelite has developed a new flexible light panel which can turn any surface, flat or curved, into a light source. The panels are paper-thin, offer 99 per cent uniform surface illumination, consume little power and generate no heat. They can also be used for both indoor and outdoor displays.

"The light panels offer many benefits," says Dave Dallas of Trillibyte. "Flat or curved surfaces can be turned into light sources, opening up many new display possibilities."

[www.trillibyte.com](http://www.trillibyte.com)

**Water feature**

Penny Banks and Co has unveiled a new range of furniture to be launched at Exhibiting Show in June. The furniture will be finished using new machinery that allows them to use water-based paint.

"We saw the necessity to move over to water-based products some time ago," says managing director, Penny Banks. "Water-based products still have the versatility of the cellulose paint effects, but produce a much crisper colour. They are substantially more environmentally friendly, and the product we are using is also European ECO Certified and EN71 Certified."

[www.pennybanks.co.uk](http://www.pennybanks.co.uk)



**Fit for a queen**

Audio visual company PSCo has rolled-out its latest product, the 103" Panasonic plasma screen. It is now available for rental and purchase. The high-definition screen is the largest of its type in the world - the size of a queen-sized double bed. It enables contractors and exhibitors to display high resolution plasma quality images on a huge scale. PSCo has also adapted its fleet to make installation simple in temporary environments.

"PSCo was chosen as an installation and rental partner by Panasonic because of our experience in providing support packages for high-end AV products and large plasmas," says managing director, Stuart Holmes. "We have spent the last few months putting support mechanisms in place to service the product, making it easy for our rental clients to install screens on-site with the minimum of fuss."

[www.103.uk.com](http://www.103.uk.com)

