

that**lite**thing.com



# In short about that**litething**

lite is an entirely new exhibition concept. It was developed by two English designers from the company Protean - Protean in the sense of something that changes quickly and easily.

The purpose of lite is that one concept is used for all kind of exhibitions. Some might call it ambitious, but none the less the ambition has been fulfilled.

The construction is based on a panel and a so called node that ties together all the elements of the concept. Add to this all types of accessories that you may wish for such as literature racks, key board shelves, tables etc. The unique thing about lite is thus that you have an easily transportable exhibition concept as well as a concept that comes with a complete collection of accessories - a feature you would normally find with specially designed stands.

This combination is until now more or less unknown. When you add the design aspect of lite, it must be said that this is a concept that gives you both new and different possibilities...

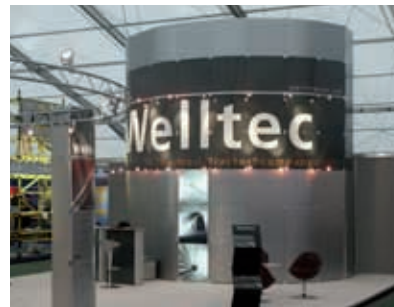


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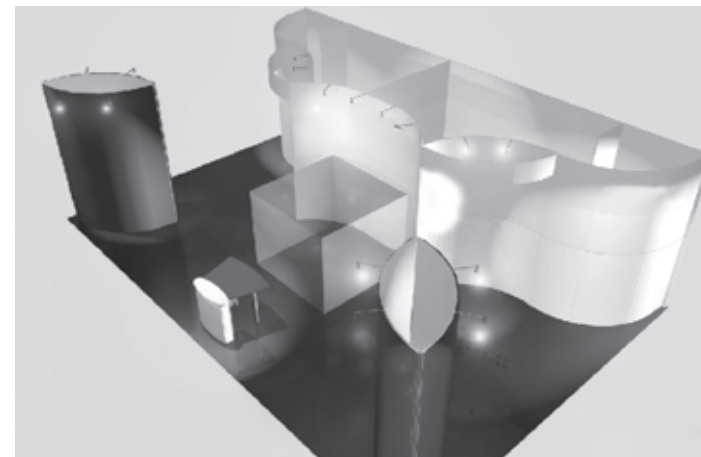
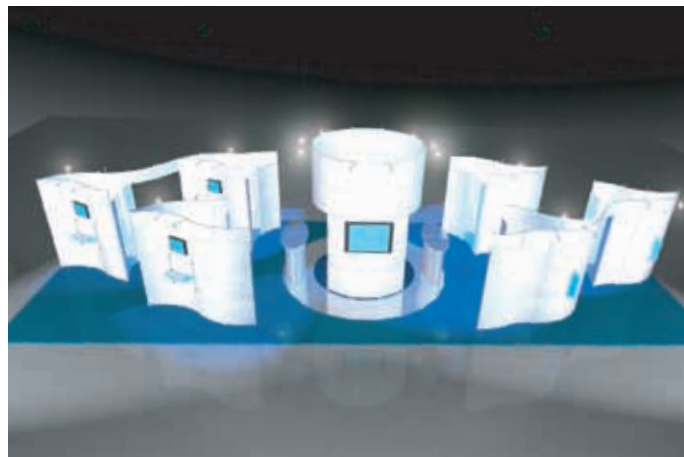
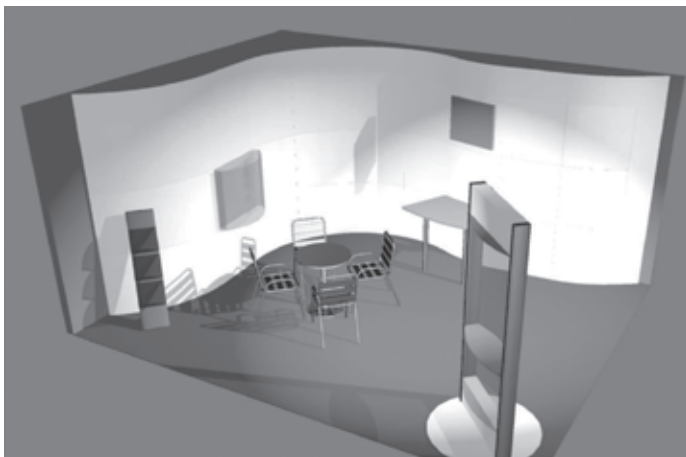
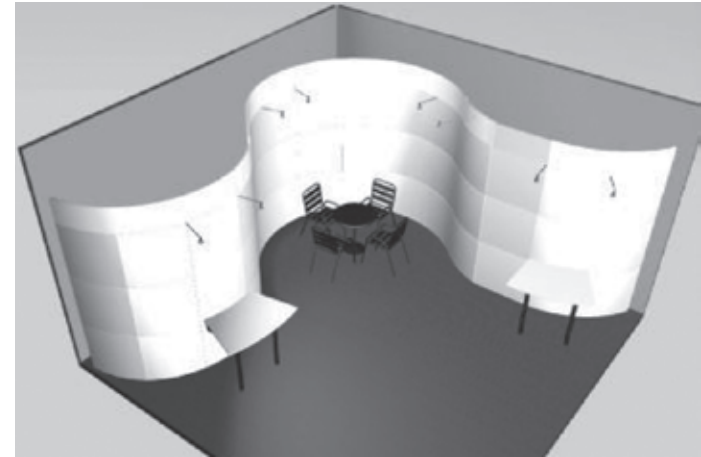
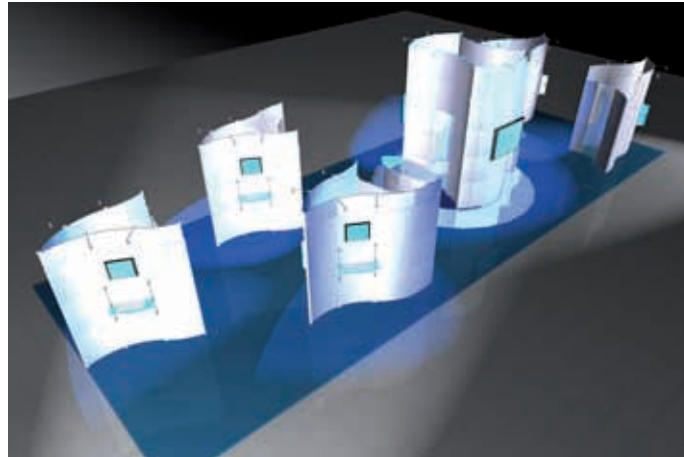
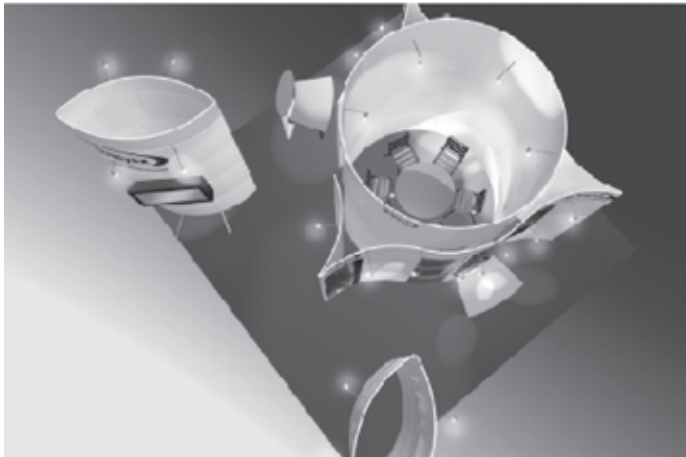
To completely understand the possibilities of the concept you have to see it. Preferably "in action" which is always possible by visiting our house or a demonstration at your place. To start with this presentation will give you an idea of the lite concept and what it does.

In this presentation you will find as follows:

- 3D drawings of lite exhibitions
- Stand and exhibition concepts built with lite
- Smaller lite solutions
- The entire collection of accessories
- A presentation of the possibilities of mounting eg. products on the panels
- A quick summary



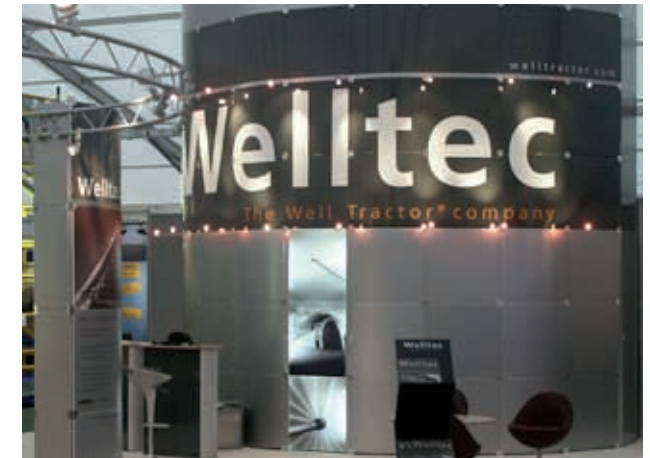
lots of possibilities with the same concept





# possibilities

Welltec: 84 sqm – 5 m tall. Set up: 2 persons – 6 hours



Alternative set up: 1 person – 2 hours

# possibilities

NNIT : 72 sqm - 5 m tall. Set up: 2 persons - 2 ½ hours



Alternative set up: 1 person - 2 hours



# possibilities

DAKO: 100 sqm - 3 ½ m tall global concept. Set up: 2 persons - 5 hours



# possibilities

Medtronic: 28 sqm. Set up: 1 person - 4½ hours





# possibilities

Pension Danmark: 18 sqm. Set up: 1 person - 1 hour



# possibilities

Welltec: 40 sqm. Set up: 2 persons - 4 hours



# possibilities

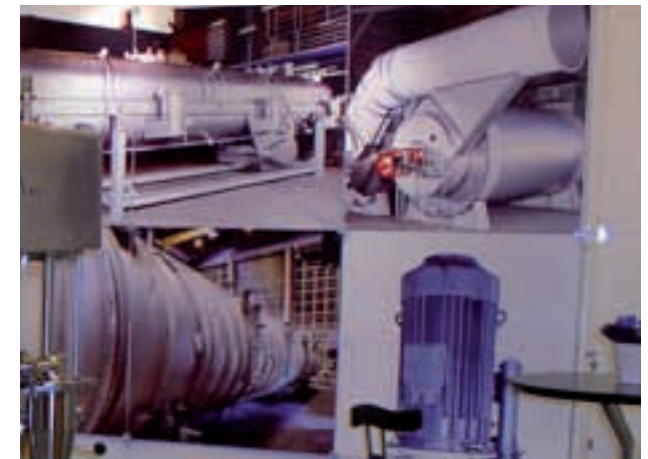
PwC: 20 sqm. Set up: 2 persons - 45 minutes





# possibilities

Niro: 20 sqm. Set up: 2 persons - 1½ hour



# possibilities

IT-Gruppen: 30 sqm. Set up: 1 person - 1 hour



# possibilities – small and flexible

Here lite is used as a flexible alternative to the traditional pop-up display. You can change and combine the layouts for different occasions and you can build the panels into the shape you want.





# details - a complete collection of accessories



# details - a complete collection of accessories



## details - tailormade solutions





## a quick resume

You will probably notice that investing in lite is a higher one-off expense than with other types of transportable exhibition systems. However, the advantages compensates for this by far:

- Tool free construction - makes it easy for everybody to use it
- Light weight and easy to transport
- Possible to integrate multimedia equipment in different sizes
- Adaptable to all stand sizes
- Possible to tailor it to meet all your needs
- Complete collection of accessories
- Easy to combine and change layouts

We could go on and on... The important thing is that lite gives you the opportunity to tailor your exhibition with a transportable concept. At the same time you cut back on expenses for setting up and dismounting your exhibitions.



