

**Press release**

May 2019

## **Interalpin 2019: Doppelmayr impresses with a spectacular fair stand!**

- **The exhibition stand combines physical and digital exhibits in an informative and entertaining way**
- **Modern und zukunftsorientiert: The Motion Cube provides a virtual ropeway ride enabling visitors to experience the many benefits of the cabins**
- **Digital sustainability: After the end of the trade fair, customers and employees will have access to a virtual tour of the exhibition**

**The trade fair stand of the Doppelmayr/Garaventa Group – world market leader in the ropeway sector – at the Interalpin 2019 showcases the company's core values and competences and presents their wide-ranging products.**

The distinct shapes and edges of the exhibition stand reflect the precision, high quality and technological leadership the company stands for. The booth has an L-shaped layout and is structured through one long axis. Along this axis visitors can find different ropeway chairs and cabins, as well as digital, analog and interactive exhibition elements. As the direct communication with customers is an important aspect at the trade show, there is also a generous catering area which offers space for personal exchange.

The brand-new line of ropeway cabins is the main focus at the Interalpin 2019, which are illuminated and staged in specially designed light trays. These three-dimensionally shaped recesses are integrated into the raised floor and guarantee level access to the exhibited cabins. As a result, the cabins seem to float on top of a white luminous void.

Each ropeway cabin showcases different features. For these to stand for their own, the overall appearance should not be disrupted by explanatory boards or information signs. In order to still be able to provide visitors with further information on the equipment options and technical innovations, these were showcased separately at exhibit tables and walls with detailed explanations through graphics and text.

In addition to the exhibited vehicles, interactive elements explain complex cable car products and services to the visitor. In the after sales area the visitor can become a cable car technician himself through an interactive remote maintenance setup. In another showcase the extreme weather resistance of new sensor technologies can be experienced - for example frozen into a block of ice.

The highlight of the trade fair stand is the Motion Cube. Its floor and three walls consist of LEDs on which specially created animations are being shown. Visitors can step into the cabin, which is placed in the middle of the MotionCube and watch animations that explain different technical features. Furthermore the "passengers" can experience a breathtaking, virtual cable car ride – seemingly floating over different sceneries, seasons and times of the day.

The MotionCube forms the end of the main axis of the fair stand and is visible from far away, making it a spectacular visitor magnet.

Additionally, the entire booth stand was digitized using 360-degree recordings and processed to be used as a virtual tour through the exhibition stand. Thereby the tour also offers additional product

information, that can be accessed by clicking on specific exhibition elements and is viewable both on a screen as well as with virtual reality glasses.

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Exhibition Booth of the Doppelmayr/Garaventa Group at Interalp 2019

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World first: The 3S gondola cabin ATRIA is showcased at the Interalp 2019

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Exhibition area of the chairs with view towards the cabins

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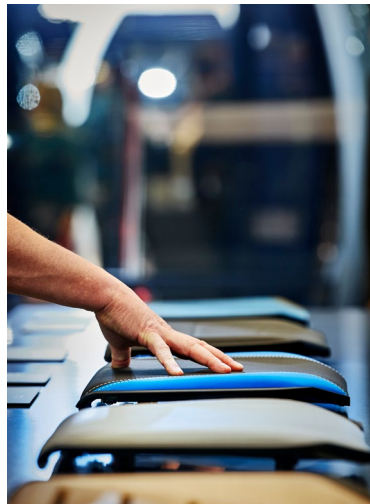
Exhibits can be explored interactively at Doppelmayr's fair stand at Interalp 2019.

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Left:  
Doppelmayr presents the digital world of ropeways with innovative products and services

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Right:  
Different seat designs with material and color options can be tested here.

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Customer dialog: The generously dimensioned catering area of Doppelmayr's fair stand at Interalp 2019.

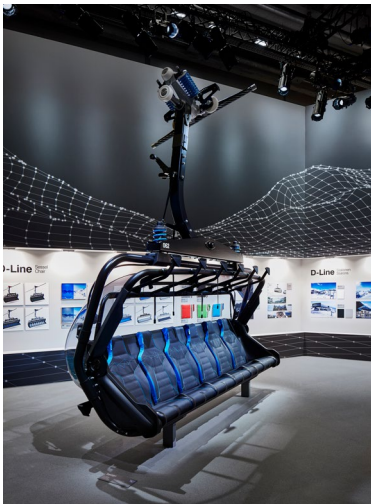
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Exhibited chairs at the fair stand of Doppelmayr at Inter alpin 2019.

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Left:  
One of Doppelmayr's ropeway chairs - exhibited at the Inter alpin 2019.

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Right:  
Digital staging: Inside the cabin, visitors enjoy the ride through different virtual surroundings.

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The Motion Cube offers a breathtaking virtual ropeway trip through different landscapes and surroundings.

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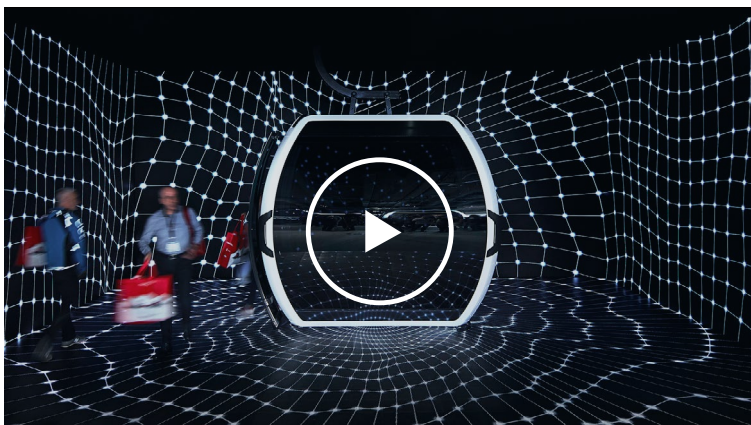
The Motion Cube offers a breathtaking virtual ropeway trip through different landscapes and surroundings.

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The Motion Cube offers a breathtaking virtual ropeway trip through different landscapes and surroundings.

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Albert Schuster, founder and  
CEO of MOJA Design

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### **Doppelmayr Seilbahnen GmbH**

The Doppelmayr/Garaventa group is the world's leading manufacturer of ropeways, cable cars and ski lifts. They offer top quality in modern design, user-friendly solutions and optimum service - from the initial idea to the completed project and beyond.

### **MOJA Design GmbH**

MOJA Design is an interdisciplinary design studio, located in Stuttgart and consists of highly experienced and qualified professionals. Product designers, communication designers and architects work hand in hand to form an unbeatable team with the highest standards of design, function and innovation.

### **Feel free to contact us for more information:**

+49 711 219 505 79

[kontakt@moja-design.de](mailto:kontakt@moja-design.de)

MOJA Design GmbH

Römerstr. 32

70180 Stuttgart

Germany