

Press Release

Playing Laser Football with TRUMPF at „IdeenPark 2008“

Berlin, May 21, 2008: From May 17 – 25, 2008 TRUMPF is presenting its technology at the “IdeenPark Technik”, a technology adventure world for children and young people in Stuttgart. Triad Berlin has developed ten stations with interactive exhibits for the “Laserlab” circuit which presents laser light and laser technology.

Can you play Football with a laser? Since last weekend, more than 90.000 visitors of the „IdeenPark Technik“ know the answer to this question. At “IdeenPark Technik,” more answers to questions about laser technology can be experienced in a playful way. Visitors learn where lasers are present in their everyday life, they experience the difference between laserlight and regular light, and they get to know that you can also cut, weld and label plates with a laser.

Highlights of the exhibit circuit are the laser tabletop football and a robot with a joystick control, with which visitors have to guide a laser beam through a labyrinth as quickly as possible. As souvenirs, visitors can take home their self-made welded key rings, labelled with their name.

Triad Berlin developed the exhibition in a high quality flightcase appearance. In the near future, the mobile system will demonstrate laser technology at other locations not only to children and young people, but also to many adults. “Laserlab” makes laser technology easily understandable and creates a long lasting impression.

With TRUMPF “LaserLab,” Triad Berlin demonstrates its expertise in the didactic communication of technology and shows the value of this type of knowledge transfer for all ages and target groups.

As one of Germany’s leading communications and design agencies, Triad Berlin develops emotionally intelligent spatial communications. Since 1994, Triad’s interdisciplinary team has been creating prize-winning exhibitions, showrooms, brand spaces, trade fair presentations, and events. Awards include the iF communication design award (2007), red dot award (2006), and Art Directors Club (2003).

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