

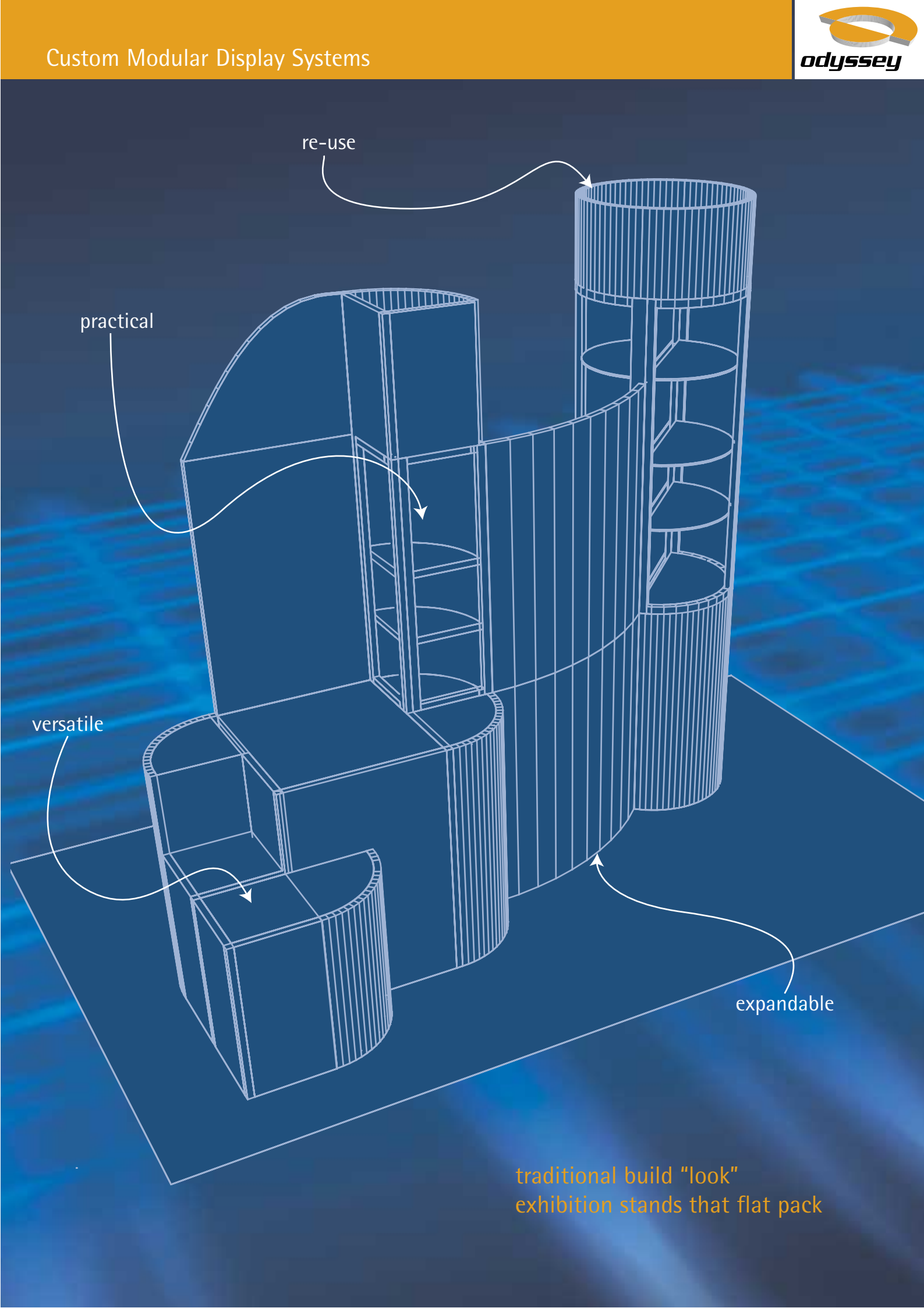
re-use

practical

versatile

expandable

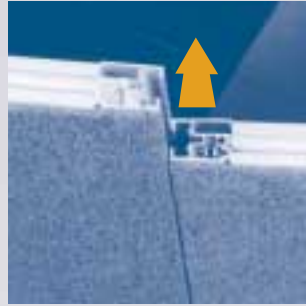
traditional build "look"  
exhibition stands that flat pack



## The Idea



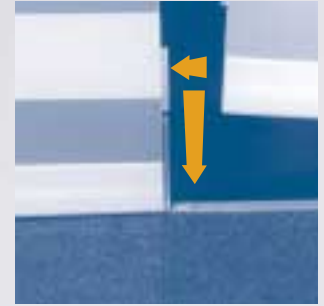
Connecting the panels is simple



Once connected the panel edges slide together flush



The stacking pin (lockable option) is only required in stands of two or more levels

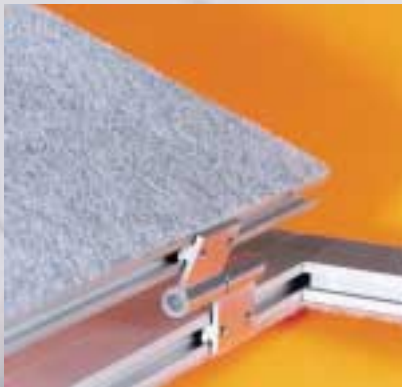
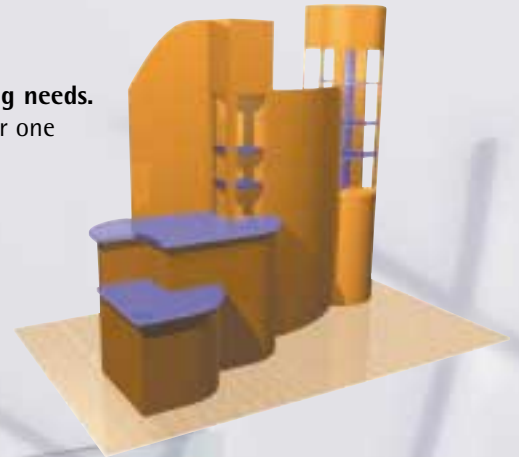


The upper level slips neatly over the stacking pin

### Odyssey custom modular system can evolve to meet all your future marketing needs.

The system produces a finished result that looks individually designed for one show; yet can be reconfigured in many different ways for future events.

- every component can be repositioned
- high quality, prestigious results
- alter designs without refabrication
- one stand will fit many different situations
- easy to pack, store and transport
- perfect for frequent exhibitors



Our hand finished components can be tailored to exact specifications. Creating a unique look and making an impact is within your reach.

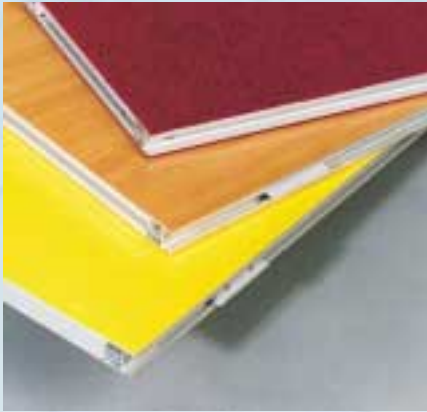
Using computer aided design equipment (CAD), we carefully consider the brief and application before creating 3 dimensional models on screen at finished sizes. The approved plans then form the basis for our manufacturing process. The design and print studio will output high resolution stunning graphics to complete the image.

The latest project control and purchasing software allows our account handlers and project co-ordinators to maintain tight control. Odyssey are totally dedicated to our clients' needs. With over 14 years experience and many successful projects completed, we can confidently say no deadline was ever missed.

**Odyssey are proud to be able to offer a versatile, cost effective and high quality stand building solution to past and future customers.**

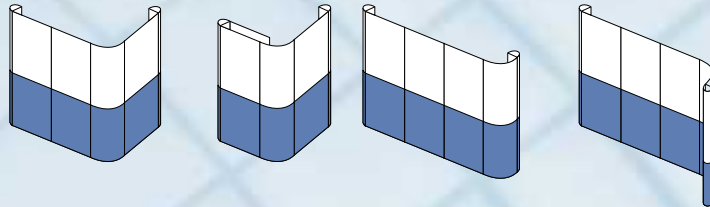


# Making an Impression



- Options available include:
- Range of surface finishes
  - Multiple colour choices
  - Standard or special sizes
  - Fire ratings to your specification
  - A choice of packaging
  - Construction and positioning guide

- You can achieve:
- Smooth long running surfaces
  - Neat joins at angles
  - Height with stability
  - Integrated (replaceable) graphic panels

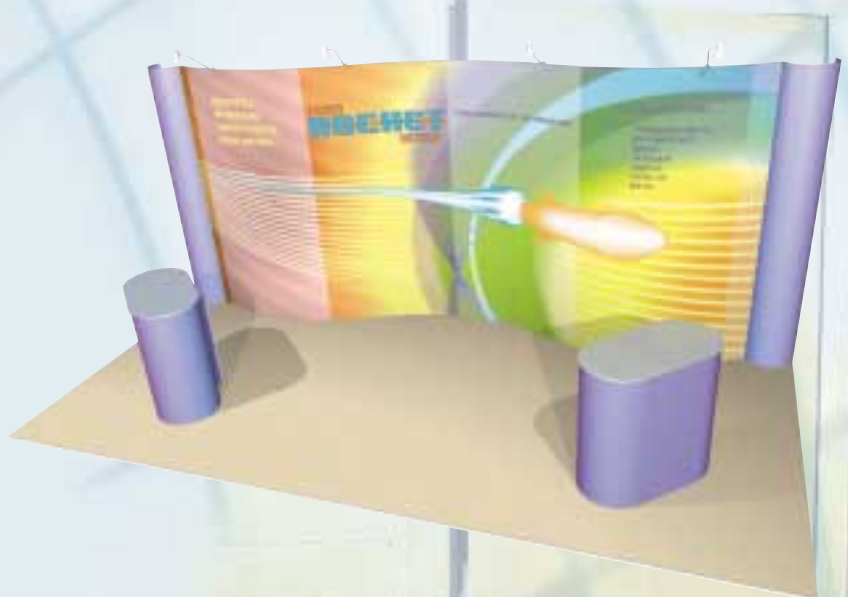


System components enable display "kits" and larger "stands" to be created with stylish walling, secure store areas, presentation plinths and magnetically attached graphics. For example, your pop up stand can be integrated into a larger display with impressive results.

With a wide range of graphic applications you can be sure your promotion will really make an impression.



Lightweight system display frames with magnetised edges allow easy fitting of seamless, replaceable graphics



# Prepare to Succeed

When you make preparations for a show you consider every element of how to promote your business. Odyssey system can adapt to the enormous range of business types and integrate each type into a highly effective exhibition stand.

Integrated Slat Wall Panels for a multitude of display options

Graphic compatible finishes + inhouse design, large Format Print and finishing services

Presentation and Display Cases

Vertical stacking and locking pins and tool



A successful client and his stand in Germany



Stand system components have been optimised to facilitate building and rebuilding.

The full range of components are limited only by the application. This creates the opportunity to incorporate traditionally built elements into the design.

Panel connectors



Levelling feet



Halogen, Spot, Low Voltage or Flood Lights can enhance your products and graphics

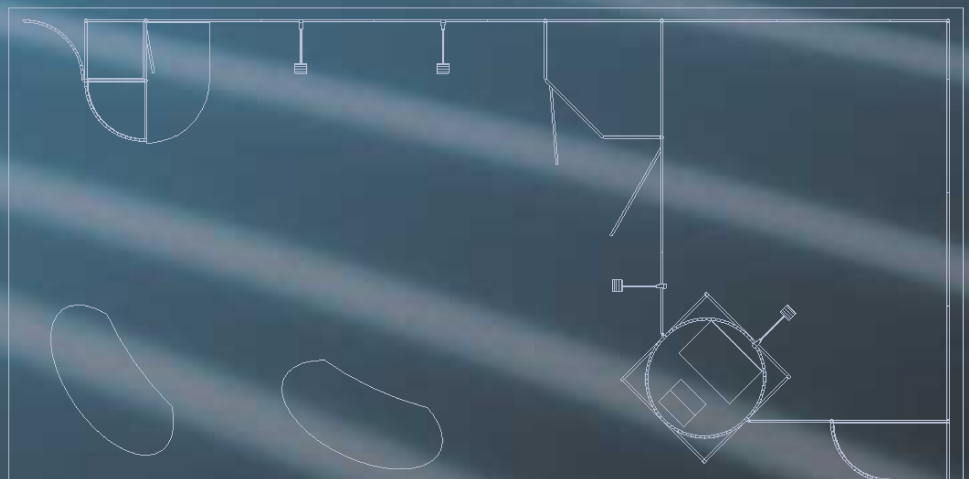
Discreet discussion and meeting room ensuring privacy behind locking stable doors

Audio visual equipment: plasma screens, back projection, presentation, multimedia, web design, P.A audio systems, wireless microphones etc.

World Suncare chose Odyssey Custom Modular System because it met their extensive requirements.

The stand supported WSC's wide range of products and gave the company the perfect opportunity to promote using a multimedia presentation that had just been developed.

Odyssey achieved all of this within pre-defined budget.



## The Results

All the stands depicted here are actual/typical applications - some completed and in use others waiting for you to take them off the shelf.

Please contact us for detailed information, re-design and costings.

\*Please note: Initial sizes quoted are floor areas, stand heights vary between 2.25m and 3.5m



1) (Above) Conceived as a pole and clip stand for **Beaucroft Typographic** at 6m x 3m. The stand recreated in Custom Modular System has no visible joints and can be finished in fabric, laminate or graphic.



2) (Left) Originally built for **Citibank** at 6m x 2m the stand had to accommodate 2 large pillars on the first site, the design allowed for lots of alternative layouts.

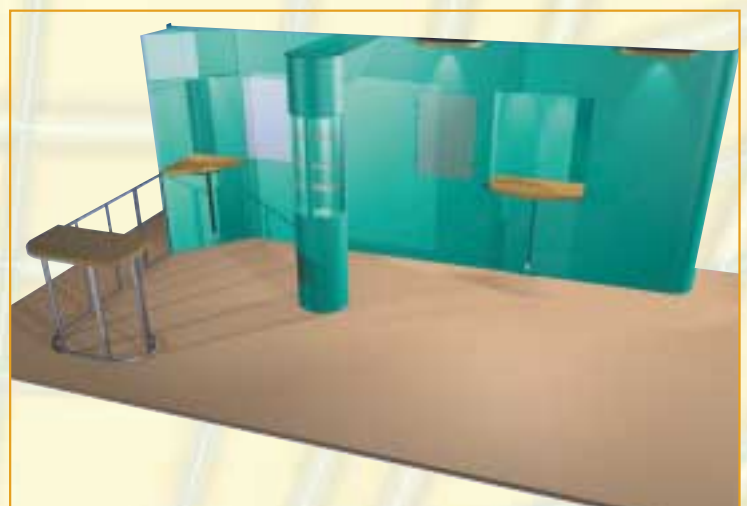
3) (Right) Custom Panels sized exactly as "Pop-up" graphic panels allow easy integration with your existing displays



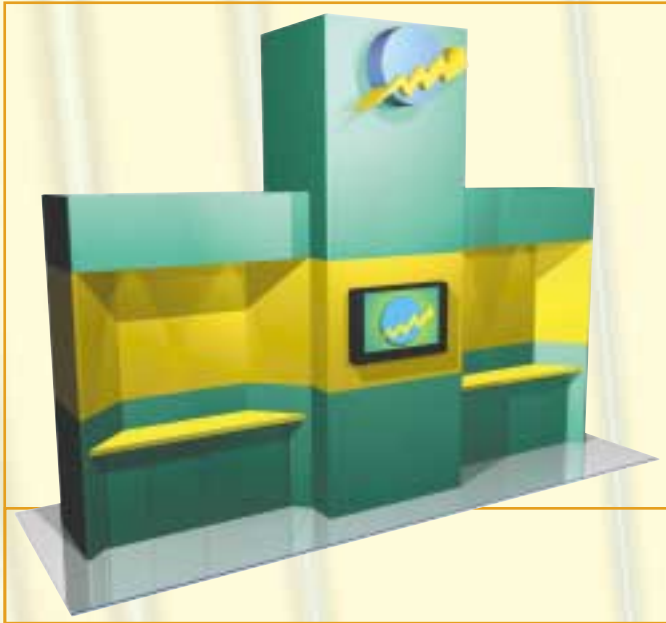
4) (Below) Created as shop for the **Painted Hall at Greenwich** at approx. 5m x 3m. The stand was finished in golden laminate and featured lightweight "slatwall" panels.



5) (Right) A Classic "headland" layout at 6m x 3m. The stand features plenty of backwall space for products and graphics. The structure linking the reception desk to the rear wall is created from hollow frames which can be used for graphics or filled as a barrier.

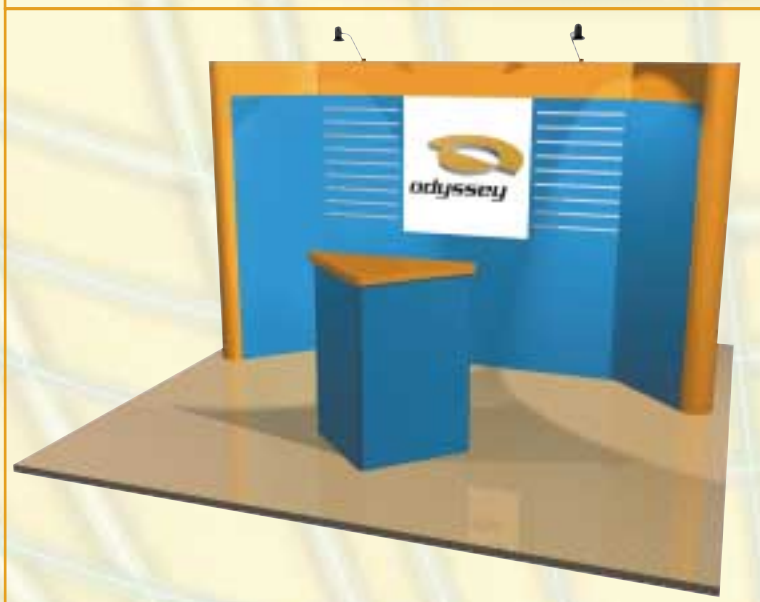


## The Results



6) (Left) A concept for an exhibition wall, 6m x 1m x 4.5m high. The design incorporates locking cupboards, allows the integration of a heavy plasma screen or video display and built in presentation booths. The structure could be used for software demonstration, rolling demos and multimedia.

7) (Below, centre) This 20ft x 20ft (6m x 6m) stand is currently in use by **Airgas in use in the U.S.A.** The stand features a bridge structure, backlit graphic panels and locking cupboards all built neatly into distinctive product presentation units.



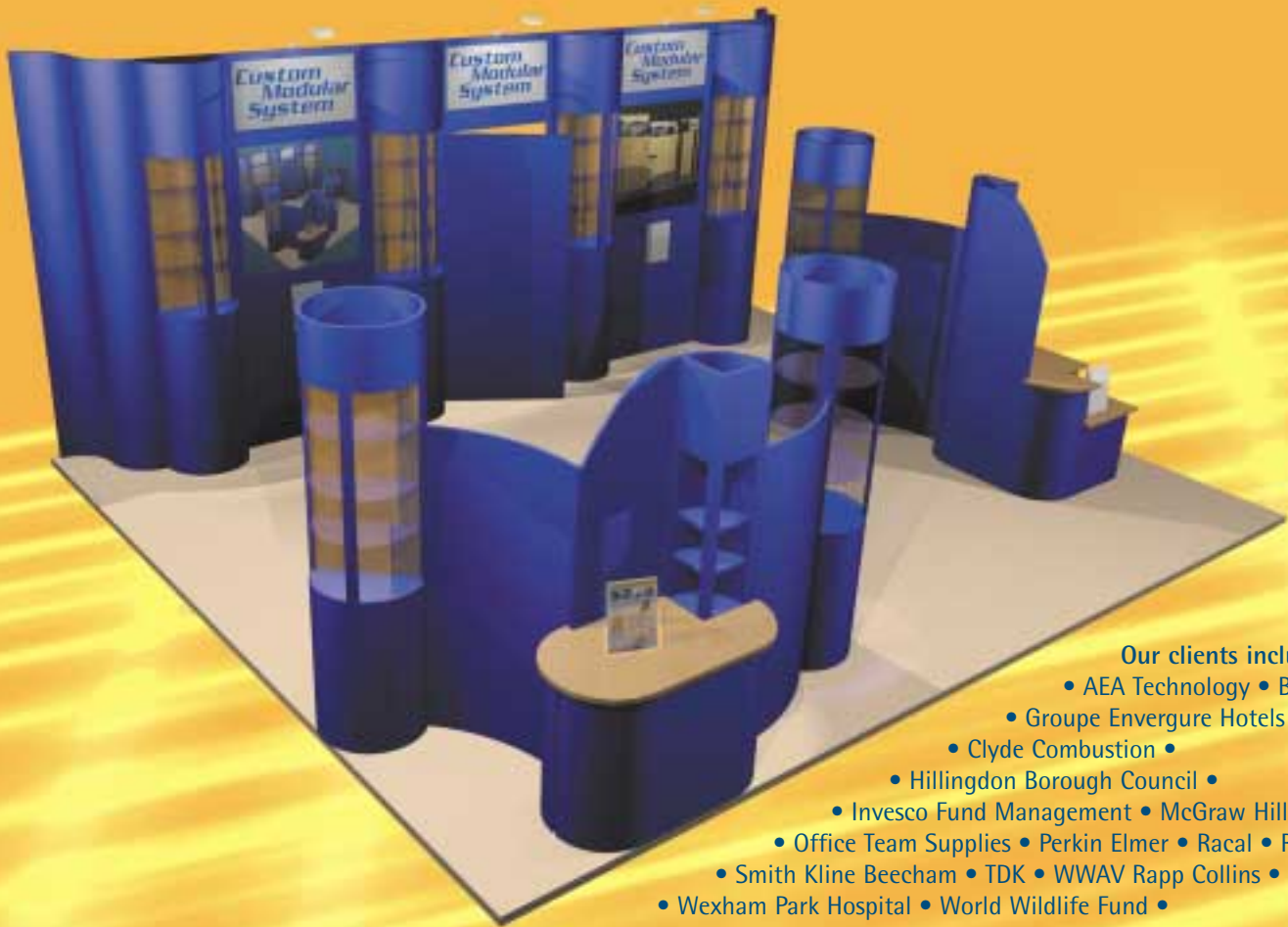
8) (Left) A typical modular display kit, 4m x 2m. The panels could be finished with cloth, graphic or laminate faces. The kit includes two "slatwall" panels and a central backlit panel.

# Custom Modular Display Systems

Years of experience, continued investment into research and development, a keen sense of design aesthetics and, above all, a firm commitment to our customers are what make Odyssey Systems the best choice for promotional excellence.

Our services don't stop with systems. We offer a comprehensive service designed to fulfil most promotion and display requirements, in-house:

- Portable "Pop-up" Displays and Banner Stands
- Graphic Design and Large Format Print
- Robust Steel Structural Systems
- Traditional Stand Design and Build
- Hire Service



#### Our clients include...

- AEA Technology • Balfour Beatty •
- Groupe Envergure Hotels •
- Clyde Combustion •
- Hillingdon Borough Council •
- Invesco Fund Management • McGraw Hill Publishing •
- Office Team Supplies • Perkin Elmer • Racal • RNLI •
- Smith Kline Beecham • TDK • WWAV Rapp Collins •
- Wexham Park Hospital • World Wildlife Fund •



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