

Press release

foresee, the high-tech subsidiary company, at CeBIT

Just two months after being founded, foresee, the Wilkhahn subsidiary company is presenting itself at CeBIT 2005. The largest computer exhibition in the world is now on the agenda after successful presentations at Cityscape, the International Commercial Architectural, Property Investment and Development Event in Dubai in November 2004, at the KAP am Südkai in Cologne during the imm Cologne, at the Swissbau in Basel and at the MIPIM in Cannes, the latter being one of the most important international real estate fairs.

In conjunction with MACINA, the Hanover software company, innovative Roomware® applications will be on show in Hall 1, Stand 4 i 16. What this in fact involves is interior concepts featuring direct integration of information and communication technologies into walls and furniture, with a view to supporting human interaction with the aid of digital technology. The Roomware® installations will be presented with concrete application examples:

- Conference and office interiors with application examples for management processes
- Interiors for globally networked project work in the field of industrial and pharmaceutical research
- Interactive sales and consultation furniture with examples from location and real estate marketing
- "Intelligent" learning environments on the themes of corporate university, establishments of higher education and training centres.

The application examples have, to a large extent, been developed in collaboration with MACINA and are based on projects that have already been carried out:

- The Spanish central bank in Madrid works with an InterWall, which has, for example, been used for a presentation by Rodrigo Rato, the president of the International Monetary Fund (IMF).
- The Volkswagen Händler-Bauberatung (building consulting for dealers) uses an InterWall for its modular workshop concept.
- Eurodomus, the Italian project developer, markets its commercial real estate with the aid of a ConsulTable, an InteracTable and an InterWall.
- This may be of particular interest to Hanover: the iBLC application (interactive Business Location Center), which has been developed for the theme of location marketing with the support of the Multimedia-Netzwerk Niedersachsen (M2N) and hannoverimpuls (promotion of economic development).

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CeBIT Hanover, Hall 1, Stand 4 i 16

Wilkhahn

Information on project partners:

MACINA is a creative, full-service agency for new media. In addition to the implementation of multimedia or web-based software applications, the focus is on design, flash-based or server-based technologies and 3D visualization/animation. MACINA offers numerous forward-thinking solutions and products.

MACINA produces photorealistic, computer-generated images, digital films, interactive simulation or letter/logo animation. Their work is typified by great attention to detail and visual complexity which goes far beyond the scope of traditional concepts.

Simulated, digitally generated image of the CeBIT stand of foresee and MACINA

(also available as high-resolution press image)

