



CYCLONIX



Fall
2009

www.cyclonix.com

BLAIR VENTURES custom car condo



Cyclonix installed a custom Car Condo interior for Blair Ventures. This dynamic space, located inside of Club Auto Sport in San Jose, Calif., serves the combined functions of office/meeting space, storage area/showcase for the private auto collection of Larry Blair, CEO of Blair Ventures, and gallery of Blair's own fine art photography. Cyclonix's solution for the 1,500-square foot-space was to create vignettes for each of Blair's cars including a McLaren F1 and a Porsche Carrera GT, as well as office and storage areas. Each vignette places one of Blair's autos in front of a 10-foot by 12-foot photo mural of one of Blair's nature photos. "The space is unique. Structure, light, sound, color, and texture all work together to define where art meets machine," Blair said. Blair's objective was to create a space that would have an entirely different vibe than a typical office environment.

VMWORLD 2009/2010



For VMworld 2009, Cyclonix designed a new look and feel for VMware's main exhibit while incorporating a new build modular design as their primary exhibit for the upcoming 2010 tradeshow season. Cyclonix incorporated existing rental property into the VMware Cloud Partner Pavilion while keeping with the new look and feel. Working with VMware's design agency and re-branding team, Cyclonix's clean lined exhibit design offered a backdrop for VMware's interim identity rebranding, which brought about a cool, hip, lively feeling with use of color and white space.



what's new?

BUCKS FOR BOOTHS™

**Cyclonix launches new program:
trade your old exhibit for credit
towards a new exhibit**

Cyclonix will give \$3,500 in credit to companies who turn in their old, outdated, "clunker" exhibits. The credit can be applied toward any new property from Cyclonix - either a custom exhibit, a solution from Cyclonix's modular solutions catalog, or a multi-show rental.

Marty McGreevy, president of Cyclonix, says investing in image and message articulation can help companies move beyond recession. Unfortunately, many older exhibits are bulky and heavy - which eats up budget dollars on shipping, installation labor, and storage. Cyclonix wants to help its clients achieve results by enabling them to allocate more of their budget towards impact and communication.

Cyclonix can arrange to pick up and transport clunker exhibits to its facility where they will be stripped and picked. Any reusable components will be reused, recyclable materials will be recycled and the bare minimum will be disposed of.

Learn more at www.cyclonix.com or by calling (800) 470-0062.



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SOLYNDRA



Solyndra designs, manufactures and sells solar photovoltaic (PV) systems comprised of panels and mounting hardware for large, low-slope commercial rooftops.

Solyndra's panels employ cylindrical modules which capture sunlight across a 360-degree photovoltaic surface capable of converting direct, diffuse and reflected sunlight into electricity. In an attempt to

emphasize these unique panels, Cyclonix created a simple, bold aesthetic that embellished the core product feature with structure, brand identification and video content. A large 3D cylindrical segment representing the photovoltaic module spanned the booth from end-to-end, while a simulated rooftop table displayed three modular panels. By highlighting these distinguishing features, attendees can immediately identify and associate this innovative technology with Solyndra. Solyndra was recently the recipient of a \$535 million loan from the U.S. Department of Energy to provide clean tech alternative energy solutions that positively impact the world's energy and environmental needs.



SOCIAL MEDIA



For the most social discipline of marketing, trade show marketing

There is no universal 'one fits all' definition for social media. Social media is defined by the individual, organization or brand and the overall purpose of a project or media campaign. Social graphs illustrate the collective value of a given network of individuals. Given the rapid and widespread acceptance of social media, wise companies are studying social media and developing social media strategies to expand communications with current and potential customers. The customer is no longer just the recipient of media content, but the source of content for social media. Information technology enables communication between disparate groups with like interests. Social media is creating an intellectual evolution, promoting greater understanding of products, brands, corporate cultures, customers and motivating companies to be more responsive to consumer needs.

At the same time, companies that formulate and engage well researched social media strategies are often rewarded with higher product adoption rates and broader product awareness among target customer groups. Have a conversation with your Cyclonix sales representative and see how Cyclonix can help you organization incorporate your company's social media strategy into your face to face marketing strategy on the show floor.



who's new?

Phil Miller joined the Cyclonix team in September 2009 as Project Manager. Phil brings over 30



years of exhibit building experience and has worked as a builder as well as foreman for many large exhibit houses. His philosophy meets Cyclonix's high expectations to make each project run as smoothly as possible.



Natalie Nieman joined Cyclonix in June 2009 as Graphic/2D Designer. She brings over 17 years of print, web and user

interface design experience. Natalie creates consistent, recognizable visuals with decisions based primarily on the end-user's experience.