



## Introduction to DesignLine

The current trend within interior and architectural design is a style that is at once visually dynamic and refreshingly simplistic. The style uses a narrow color and materials pallet that contrasts the smoothness of industrial materials with the calming nature of an earth-tone based color range. The result is a style that presents a dynamic and high tech appearance that remains inviting and engaging. This is the basis for Nomadic's latest product innovation—DesignLine. DesignLine uses this new design sensibility to create a line of exhibits that provide a refreshing look that captivates your audience and provides the backdrop to transport your marketing message.

Not only does the system look good, it's smart too! We've identified the major functional requirements of tradeshow exhibits and designed a multi-functional Cube module that with different accessories can act as a storage counter, a product showcase, enclosure to backlight graphics, and much more.

Finally **DesignLine**, like all the other products from Nomadic Display, comes with Nomadic's commitment to quality and excellence. Qualities our customers have come to expect from Nomadic Display!



## DesignLine

Design Innovation from the World's Leader in Portable, Modular Exhibit Systems

### Features

- Combines diverse components integrating **3 systems** into one to create a functionally efficient, high tech appearance.
  - **DesignLine Cube** - Versatile, multi-functional module serves as:
    - backlit graphic box
    - product showcase
    - storage unit
    - counter base
    - pod for multimedia presentation
  - **Aluminum Extrusion System** - Structural aluminum extrusion system with a modular design and universal accessories for maximum flexibility
  - **Folding Truss System** - Architectural truss system that has the added benefit of folding for greater packing efficiency and lower cost of ownership.
- High quality and value engineered - robotic welding, automated assembly, and impact resistant finishes combine to create a striking, cost conscious, yet durable display
- Functionally efficient – Multifunctional components allow the same components to be used for several different applications affording you the capability of using the same basic components for many different uses. In addition, structural elements are also used as functional elements to display literature, hold CPU's, etc.
- Advantages of a system build (less expensive standard parts which can be transported, repaired, replaced, or reconfigured with greater ease and less cost of ownership) without sacrificing a custom look.
- Standard accessories to fully equip your presentation:
  - Fascias and Finials
  - Base Plates and End Plates
  - Cases
- Optional add-on accessories (not included in the base price):
  - Lighting (stem lights, fluorescent backlights, fluorescent showcase lights)
  - Counters
  - Mounting Surface for Flat Screen Monitors
  - Shelving (plexi shelves for showcases, external, literature, keyboard)
  - Stand-off Plexi or Signage
  - Wrap Headers
  - Locking Mechanism for Module/Box
- Packs into FlatPack 200 cases for maximum portability (UPS and FedEx-able) and shipping ease (wheeled cases allow 1-2 people to transport the unit).

### Benefits

- New and distinct look - Visually dynamic, unique, modern/contemporary appearance.
- Lightweight yet structurally robust to support computers, electronics, packaged products.
- Accepts multiple graphic applications: tensile/tension fabric, flexible, rigid, stand-off, top surface, cable mounted graphics.
- Value-conscious design geared towards minimizing set-up and dismantling times with limited tools required.
- Cost-conscious design geared to minimize cost of ownership.
- All components are modular and designed with portability in mind which affords a wide range of flexibility in both look and function.

### **DesignLine Program Parameters**

- **Pre-Designed Kits** - Initial offering consists of **6 backwall kits** (4 extrusion kits and 2 truss kits) and **2 counter kits** for maximum ease of ordering. The kits themselves are base kits in which add-on accessories can be purchased. Base kits can be accessorized to create a unique and custom look.
- **Standard Production Turnaround Times** - 25 days for Advantage Series Laminate and standard options. A 30 day turn is required for non-standard laminates and premium options.
- **Laminate Information** - The standard laminate selections are from the Advantage Series chip chart. Laminates outside of the Advantage Series require a longer lead time and may have an upcharge associated with them. Laminated surfaces will be equipped with T-molded edges at no additional charge, and the default color on the Cube module is Wilsonart Black.
- **Standard Options** - Fascias and Finials are offered in 5 standard styles. Base Plates are offered in 4 standard styles and End Plates are offered in 2 standard styles.
- **Premium Options** - Fascias and Finials are offered in 5 detailed designs to offer a wider range of options. These premium items are available at an upcharge.
- **Accessories** - See Features section for accessory items available.
- **Standard Truss Finish** - Powder coated silver. Other colors are not available at this time.
- **Standard Extrusion Finish** - Anodized aluminum. Other colors are not available at this time.
- **Modifications** - The DesignLine program consists of a finite number of pre-designed kits. Some minor modifications to those kits are possible. Acceptable parameters for minor modifications are small changes to fascias and finials (rounding corners), and minor modifications to size and shape of external shelves. Major modifications will be handled on a case by case basis outside of the DesignLine program parameters through the Solutions Department. Changes that cannot be made are of the following nature: changing round extrusion to square, different Cube module size, change of the base kit components.
- **Packing Standards** - Packing diagrams are provided in the Answer Book. Care kits will be provided with each kit. All kits are designed to pack into FlatPack 200 cases as standard, but can also be packed into FlatPack 300s or RollMaxes. Detailed Set-Up Instructions will be provided for the entire kit.

- **Graphics** - Graphic specs are provided in the published Answer Book material. Finishing for all graphics is either Velcro® or magnet. Please note that the graphic prices are not included in the kit. Additional casing for the graphics will need to be added to the order.
- **Pricing** - Pricing is published as a base kit, not by line-item. Nomadic ensures the integration of all of the products included in the kits, along with any selected accessories.

### **Service Package**

- Kit Order Sheets make ordering a snap!
- Detailed Set-Up and Dismantling instructions will be provided for each kit. These will include electrical layouts, re-packing diagrams and approximate case weights.
- Nomadic offers a warranty against hardware materials and manufacturing defects for one full year.
- DesignLine offers the same LifeLine service and assistance that Nomadic boasts with all of their product lines. Nomadic's people are always ready to help anytime, day or night, seven days a week, worldwide.
- Our worldwide network of distributors covers North America, Europe, South America, the Middle East and the Pacific Rim. It is assuring to know that there is an authorized Nomadic Representative to help you wherever you may be.