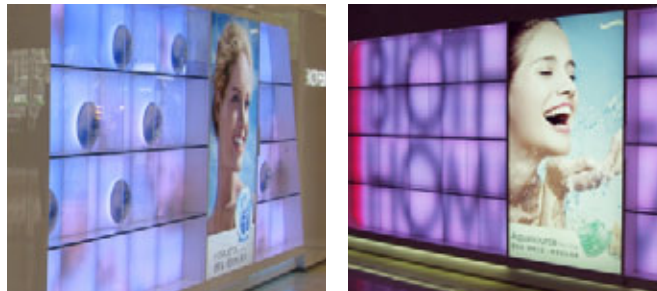




SHOWCASE

Biotherm - Shanghai, China



As part of the L'Oréal group, Biotherm products are sold worldwide in all leading perfumeries and shopping malls. Biotherm stores are famous for featuring unique layouts and futuristic design. In order to meet these high standards, products are carefully chosen to complement the stunning design and create the desired ambience. Traxon's Tile 64PXL Wash was chosen to adorn the new flagship store in Shanghai, being installed at the points of sale in Shanghai Parkson. The Tile 64 PXL Wash can be used to display ambient colour wash effects or text and imagery. Controlled by the latest DMX technology, each of the the 64 pixels in each panel can be addressed individually, allowing Biotherm to display their logo and promote current products.

FEATURED PRODUCT	METHOD OF CONTROL	PROJECT DETAILS
 <p>Tile 64PXL Wash PA-TI-50300</p>	 <p>Butler LM-CS-50041</p>	<p>Category: Display/Retail Client: L'Oréal China Location: Shanghai Designer / Architect: L'Oréal Installer: Cyber Concept Date: September 2007 Traxon contact: Traxon Hong Kong</p>

For more information please visit our website: WWW.TRAXONTECHNOLOGIES.COM
Or contact us: marketing@traxontechnologies.com