

DATA MODUL presents mobile presentation concept

Munich, 10 September 2025

With a new mobile presentation concept, full-service display provider DATA MODUL now offers interested customers the opportunity to learn about products, technologies and solutions worldwide and directly on site as part of exclusive 'Tech Days'.

The concept is based on reusable presentation modules that can be individually equipped with products tailored to the customer's needs. The decision to adopt this concept is based on DATA MODUL's market-specific expertise, which can be used as an ideal presentation platform in this context, as well as the increasing demand from customers for individual consultation. While trade fair presentations often provide a general overview of products, the new format offers selected insights into the extensive range. With the mobile presentation, DATA MODUL aims to showcase tailor-made products that can master market-specific challenges and, at the same time, provide customers with relevant insights into technologies and manufacturing expertise – exclusively, personally and in a relaxed atmosphere.

At the heart of the concept is a portable exhibition stand that can be adapted for customer visits, events or compact table-top shows, regardless of location and across all industries, and can be expanded to any size. Originally developed as an exhibition concept, the presentation modules are now regularly used for mobile and global customer presentations. With this reusable system, DATA MODUL contributes to the conservation of resources and gives the high-quality presentation modules a long-term use beyond trade fair appearances.

The modular design allows for different configurations: from compact table structures to large-format presentation walls, with integrated product displays if required. The selection of components is individually tailored to the respective customer application. The concept is complemented by customised marketing accessories such as presentation counters and LED light roll-ups, combining the best of both worlds: a professional, trade fair-style product presentation with an individual character.

„With our mobile presentation concept, we want to offer our customers an exclusive opportunity to find out about new developments and products that are ideally suited to their needs directly on site – without any travel expenses and in familiar surroundings,“ explains Dr Florian Pesahl, CEO of DATA MODUL. "We see this as a complement to our traditional trade fairs, in which we will continue to participate. Our mobile "inhouse exhibition" is an add-on and a customisable, intensive information platform for our customers."

The on-site presentations are conducted by qualified product managers and sales teams. They can be held at customer locations as well as at DATA MODUL production sites. The modular design allows for quick and flexible adaptation to a wide variety of spatial conditions within a few hours. Interested customers now have the opportunity to book an exclusive Tech Day with their sales contact.

Further information can be found at www.data-modul.com.

About DATA MODUL

As a passionate enabler, DATA MODUL AG does everything in its power to turn customers' visions into reality. With a comprehensive understanding of hardware, software and services as a harmonious unit, the focus is on developing customised display solutions that precisely meet the specific needs and objectives of the customer. The outstanding core competence of DATA MODUL AG lies in customising, whereby the company not only provides products, but rather tailor-made solutions with a clear market focus. With over 50 years of experience, DATA MODUL AG represents financial stability, innovative strength and international growth. Its presence at more than 20 locations worldwide and a total area of around 40,000 square metres for production, logistics and administration enables the company to respond flexibly to global challenges.

CONTACT:

DATA MODUL AG

Landsberger Str. 322
D-80687 Munich, Germany
data-modul.com

press@data-modul.com

Tel.: +49 89 56017 0

Fax: +49 89 56017 119