

Presse-Information

 **Electro-Voice**

RTS

 **DYNACORD**

TELEX

Bosch
Communications Systems

Februar 2010
ST/SEC-MKT

New location in Hall 8 at the prolight + sound

- ▶ This year, the company will be presenting its new products for the first time in Hall 8.0/A22 – with an ancillary booth in Hall 6.1/B70 (EV Microphones)
- ▶ An attractive prize draw will be used to publicize the new location

Straubing, March 2010 New booth, new impetus, new concept: the team from Bosch Communications Systems will be presenting the brands DYNACORD and Electro-Voice this year for the first time in Hall 8.0 at booth A22, abandoning one long-held vantage point for an even better one. The exit from Hall 4.1 – as a result of the restructuring of the trade fair – has great potential, as is recognized by Robert Pletz, Head of Marketing Communications Systems: "The present location suits our systems perfectly; the environment is right and the new venue allows us to implement a new and attractive trade fair concept in line with our corporate strategy. We are confident that this year's presentation will represent the seamless continuation of our successful trade fair appearances of recent years." The new concept includes a satellite booth in Hall 6.1/B70. Here the trade fair team will be presenting exclusively microphone systems from Electro-Voice. "By this means, we aim to underline our high standing in this segment of the market and at the same time maintain proximity with the Musikmesse," Pletz explains.

To familiarize visitors, customers and users quickly with the new location, an attractive prize draw has been devised with a high-calibre prize. The scheme is as simple as it promises to be effective: three promotion teams will be handing visitors shoulder bags with the new booth numbers on. Anyone discovered with a bag by a photo team and photographed with it will have a chance to win a Segway® „i2“ Personal Transporter (www.segway.de) – a futuristic means of transport recently approved for use on the roads.

To learn more about the prize draw, visit www.dynacord.com/go/pls or www.electrovoice.com/go/pls.



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The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 270,000 associates generated sales of roughly 38 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com.