
Press Kit

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The New Electric World Center: Schneider Electric presents its products in a futuristic 1,200-square-meter exhibition center

To give an idea of the scope and scale of its know-how, Schneider Electric has created the New Electric World Center. This innovative and user-friendly area presents avant-garde technology and the world of the future.

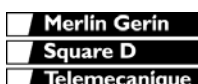
This environment allows visitors to discover the technologies developed to build the new electric world, where the technologies of electricity, automation and communication meet. *"We wanted to make people dream by imagining an avant-garde atmosphere opening onto the New Electric World and by creating a modern showcase which is the complete opposite of a traditional presentation grouping the products in our catalogues on panels"*, explains Michel Cebe, director of the New Electric World Center.

One of the project's first challenges was transforming a bare surface area of 1,200 square meters into a modular events area, which could be modified quickly to accommodate future innovations. Consequently, among the current new projects is an image wall devoted to sustainable development and the future.

Today, the New Electric World Center is a world first. Its originality lies in the use of powerful image management systems combined with glass projection walls. Impressive equipment, bringing together 90 PCs, 30 video projectors, 20 plasma and LCD screens and 60 loudspeakers, controlled by powerful scenographic software, is used to bring the site to life and carry visitors into the New Electric World.

More than 3,500 visitors of 40 nationalities have already discovered this ultra-modern exhibition area.

**Press contact:
Véronique Moine**



tel. +33 (0)1 41 29 70 76
fax +33 (0)1 41 29 71 95
veronique.moine@schneider-electric.com