Filderstadt, 17th July 2024

**Innovation meets tradition: the new AI Booth Designer from OCTANORM**

As a pioneer in exhibition system construction, OCTANORM-Vertriebs-GmbH presents a revolutionary innovation: the world's first AI-based booth designer for exhibition construction.

The OCTANORM AI Booth Designer marks a milestone in the exhibition industry. It uses artificial intelligence to create individual and impressive exhibition booths. With this advanced design tool, exhibition booths can be designed even more efficiently, creatively and cost-effectively in the shortest possible time.

Users can benefit from the following advantages:

* **Faster creation of design concepts:** Thanks to AI support, different design variants can be created in the shortest possible time**.**
* **Intuitive user interface:** Due to the user-friendly interface, even users without design experience can easily create professional exhibition booths.
* **Realistic visualization:** The photorealistic representation of the exhibition booth enables an exact idea of the result and facilitates decision-making.
* **Creative inspiration:** Designs can be created in real time either as realistic 3D inspiration, as a sketch in color or black and white.

The AI Booth Designer is part of a pioneering research project that is being continuously developed by OCTANORM in collaboration with Algebra\_X. The project investigates how artificial intelligence can enrich the work of trade fair architects and designers without replacing them. The aim is to broaden creative horizons, optimize design processes and maximize the synergy between human creativity and artificial intelligence.

“Some of these booth designs cannot be implemented a shown, but each AI-generated image is a starting point for a dialog between the designer and exhibitor. The OCTANORM AI Booth Designer is intended to inspire the trade fair designer to think outside the box, in order to find solutions together with the customer that are both creative and feasible,” says Joachim Kopf, Head of Digital Innovations.

Further information on the OCTANORM AI Booth Designer can be found at www.octanorm.com. The design tool can be used on the website without registration.

**Contact information:**

Mr. Joachim Kopf

Phone: +49 7351 827460  
E-Mail: j-kopf@octanorm.de

OCTANORM-Vertriebs-GmbH  
Raiffeisenstraße 39  
70794 Filderstadt  
Germany

Words: 314  
Characters with blank: 2160