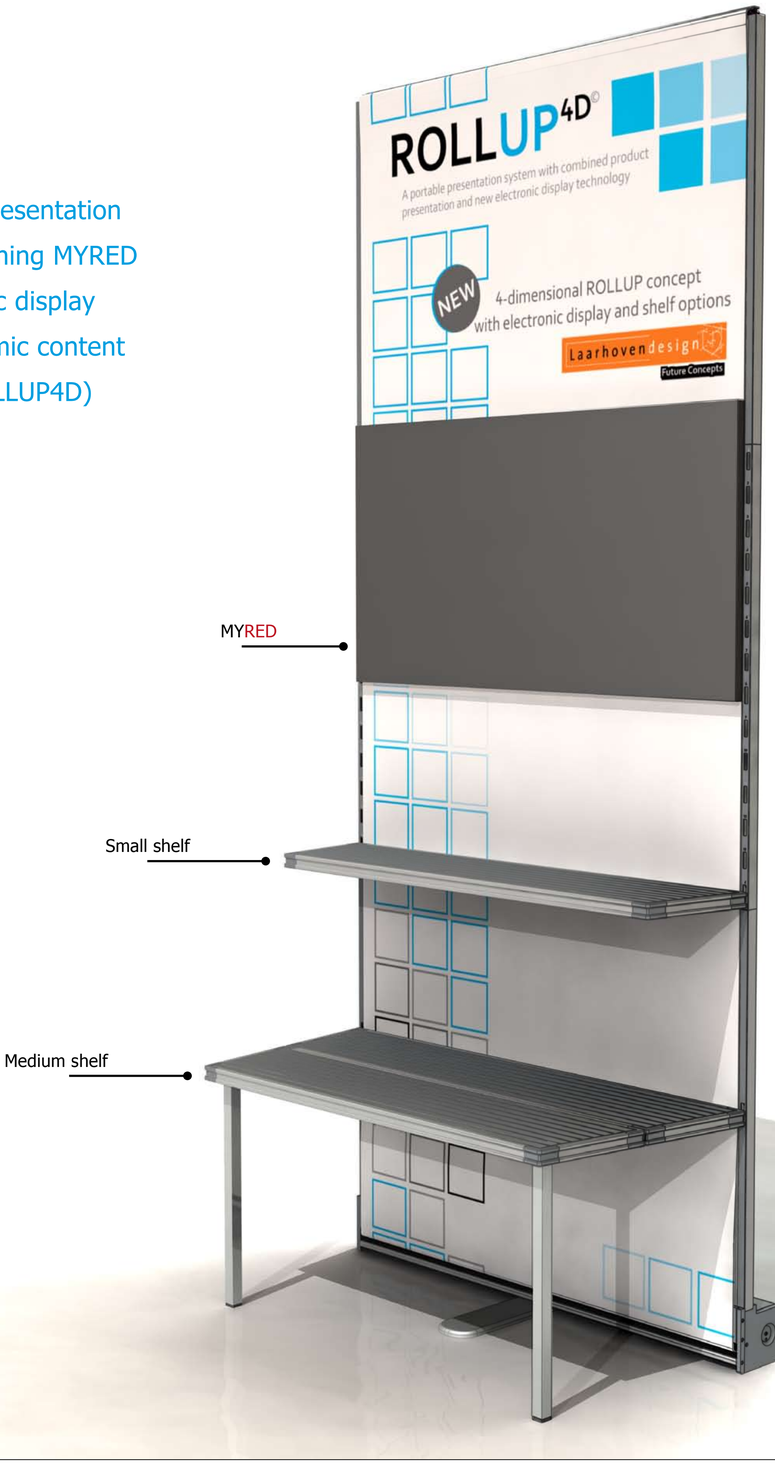
# ROLLUP4D

Design of a portable presentation combined with physical product presentation and electronic display

Banners and Roll-ups are a type of portable presentation products used at e.g. trade fairs. When combining MYRED and ROLLUP3D you can show on the electronic display how the presented product is used. The dynamic content (time) makes this product 4-dimensional. (ROLLUP4D)




## Electronic display

MYRED (MY Rollable Electronic Display) is a future concept of a rollable electronic display that can be used in combination with any banner or roll-up. The rollable aspect of MYRED is in line with the brand identity of Laarhoven. The application of this pixel orientated display gives the possibility to show dynamic content. An implementation plan is described which can be applied starting today.

## Physical product presentation

ROLLUP3D is a redesign of a roll-up that has the possibility to present products. ROLLUP3D makes use of two vertical poles making it possible to position 'shelves' in front of the print. Positioning is easy due to the simplistic 'hook-slot' system. There are two shelf sizes: small and medium. Focus points are usability (number of parts) and transportability (weight and volume).

Ciska Hupkes
Design of a portable presentation combined with physical product presentation and electronic display
16-05-2008
IDE, Integrated Product Design

**Committee** prof. ir. K.H.J. Robers
ir. A.A. Visser
Company Laarhoven Design International

TU Delft

**Faculty of Industrial Design Engineering**

**Delft University of Technology**