

## **Interview with Norbert Stangl, Sales and Marketing Director, Laserworld**

***What are all of the new products that you will be launching at the show for the first time worldwide in Asia?***

At PALM EXPO 2012, Laserworld is going to exhibit the brand new Pure Micro and PIKO Series in different power ranges with up to 12W. The Pure Micros are high end laser projectors, built in a very small and compact housing (18.6 x



16.5 x12.5cm and weighing only 3 kg). Customers can use the Pure Micros to project graphics, beam shows or for professional advertising purposes on a high level. The Swiss Made diode modules have the special beam shaping and collimation of SwissLas to ensure great beam precision.

We are also very proud of our brand new PIKO 'Golden Laser' with yellow OPSL diodes. The bright yellow color cannot be built with normal laser technology that is used in the majority of show laser. PIKO devices are very compact laser systems in a sealed housing with only 25cm side length (cube). The visibility of 12W yellow/golden is even better than the very common green.

***What are other developing markets that you feel the show could possible help you to reach out to?***

Large scale, professional laser shows are not as expensive as they were just 6 years ago. Even for our projectors that are made in Germany and Switzerland, Laserworld guarantees the lowest price in the market.

Laserworld focuses more on the Asian markets. At the beginning of 2012, our own subsidiary (Laserworld Asia Co., Ltd) was founded in China to better server this market and surrounding countries with our German and Swiss Made products.

We expert a great response at PALM EXPO, from customers coming from Malaysia, Indonesia and the surrounding countries.

***How do you rate the quality of the crowd?***

We are happy to have a high quality crowd and positive response on our products. We know from other exhibitions (we have participated in over 30 this year), that people are searching for high quality products and services at a low price.

**The Laserworld booth is at Hall E2, Booth G21.**