

FreshLook® Color Contact Lenses. Want to **change, enhance** or **illuminate** your eye color? FreshLook ColorBlends® **change**.  
For a subtle change and a beautiful look. FreshLook **Radiance™ - Illuminate. Illuminate** your eyes – without changing color. A  
pearlescent starburst pattern **brightens** and adds **sparkle**. FreshLook Dimensions™ - **Enhance. Enhances** and defines your  
eyes. **Natural**-looking transparent hues create **depth** and **dimension**. FreshLook® ONE-DAY. Make an **impression**, not a  
commitment with new FreshLook ONE-DAY color contact lenses. Pick one **gorgeous** look today, and a whole new one tomorrow. The colors change,  
but the results are the same – **stunning**. Millions of people rely on Focus® DAILIES® daily disposable contact lenses for renewed **comfort** each  
new day. Now, that **comfort** can last throughout the day with Focus DAILIES with AquaRelease\*. The AquaRelease **moisturizing** agent  
is released gradually as the day wears on - a little bit each time with every **blink**. That means time-release **comfort**. And even better end-of-day  
**comfort** than original Focus DAILIES\*\*. The first silicone hydrogel **soft** contact lens approved by the FDA that can be worn 24 hours a day for up to 30  
days and nights – even while you sleep. These **revolutionary** lenses are so **breathable**, allowing six times more **oxygen** through  
the lens than traditional **soft** lenses. Up to thirty days of continuous, **natural** vision means complete day-to-day **freedom** – no daily insertion  
and removal, no cleaning and no lens care product expense. They're so **comfortable**, you might even forget you're wearing them. Plus, you'll see  
**clearly** all the time – even when you get up in the middle of the night. CIBA VISION introduces its latest silicone hydrogel innovation – AIR OPTIX™ AQUA  
**breathable** contact lenses\*, which deliver an advanced combination of **oxygen** and **moisture** for a **healthy, natural**  
feeling. The lens also offers excellent initial as well as all-day **comfort**. AIR OPTIX AQUA lenses start and stay **comfortable** with the new AQUA  
**Moisture** System, which includes: A unique **moisture** agent that helps lubricate the lens for initial **comfort**, a patented lens material  
that helps maintain **moisture** by minimizing the rate of lens dehydration for **comfort** all day, and An **ultra-smooth** surface with  
superior wettability and excellent deposit resistance for **comfort** every day. Lens Care. Caring for your contact lenses has never been easier, more  
**convenient** and **healthier** for your eyes, thanks to CIBA VISION's full line of lens care products. CIBA VISION provides highly effective lens care  
products that ensure **comfort, performance** and **convenience**. AQUify® Multi-Purpose Solution. Ideal for use with all **soft**  
contact lenses including silicone hydrogel lenses. AQUify MPS cleans, disinfects and **moisturizes** lenses in just five minutes, providing 'round-the-  
clock **comfort**. Clear Care®. Combines the proven power of peroxide in a **convenient**, one bottle, no-rub solution. AQUify® Long-Lasting  
**Comfort** Drops. Lens drops that behave like your **natural** tears to help provide long-lasting **comfort**.

Experiential Exhibit Design 2010 Concepts

**CIBA VISION™**

presented by design360, llc.

on

September 23, 2009

**design** 360  
*more than just design*

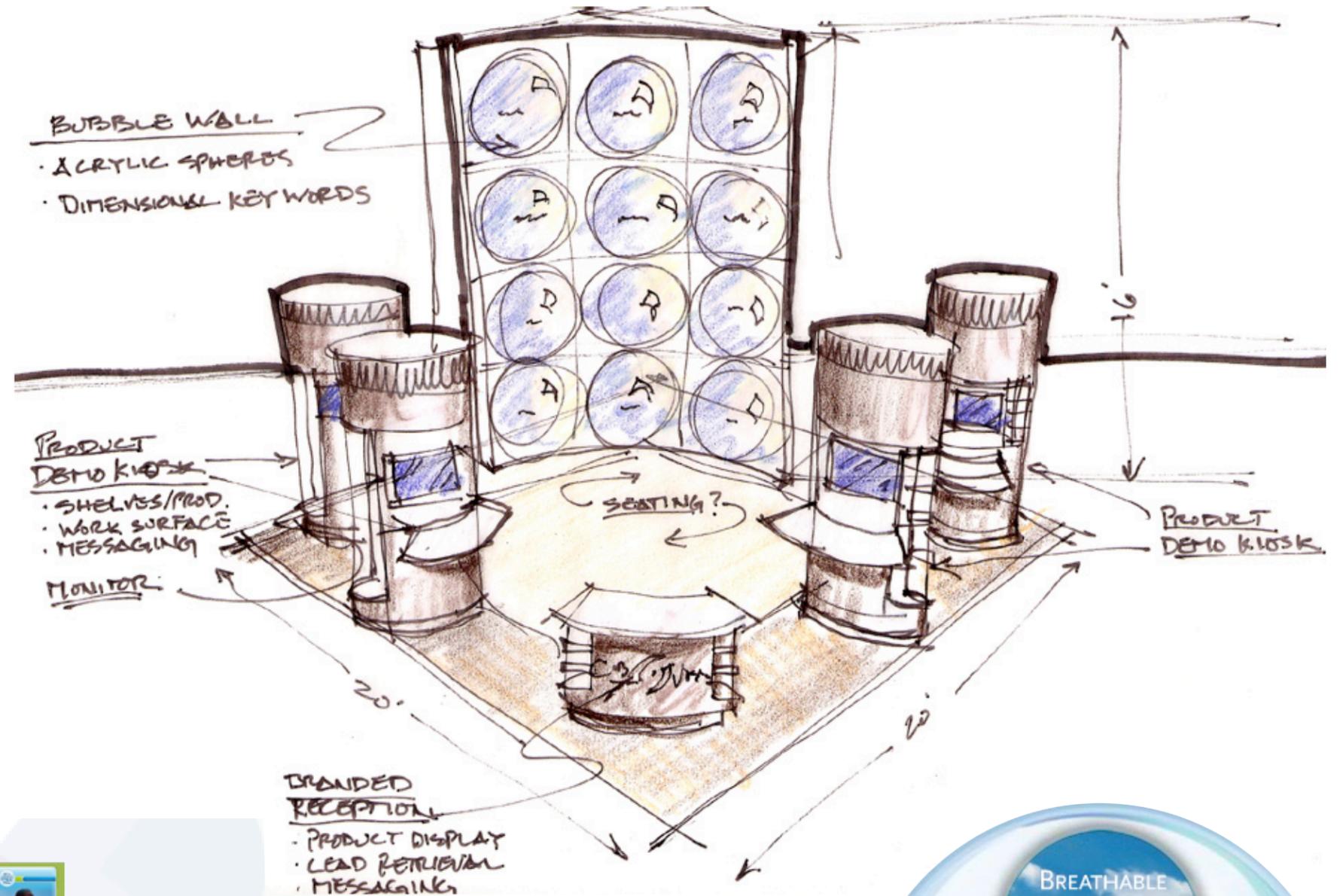
## NEW DIRECTION for CIBA VISION

Being a worldwide innovator in healthy vision and a better life for all, CIBAVISION is poised to deliver a transforming exhibit experience that engages and informs eye care professionals and consumers. **Refresh Your World** is the Design 360 concept that will best represent CIBA VISION's gold standard position as an eye care innovator worldwide.

Pure, simple, and bright were the key phrases that guided our design.

Pure, as represented in color and feel, reflect the focus on healthy eye care and progressive vision solutions. Simple revolves around the strength of the CIBA VISION's product lines to tell their story without the noise of cluttered visuals or extended text. Bright serves two purposes: to define CIBA VISION's history of innovation and to reinforce the importance of strong, healthy vision as an element necessary for a quality life.

The elements of your exhibit are designed with functionality in mind. Messaging with height branding in mind; compact, moveable kiosks with storage; and non-traditional seating and design make your CIBA VISION space easy-to-breakdown and customizable according to your specific tradeshow needs. Options make **Refresh Your World** a comfortable solution for every purpose.



## COLORS

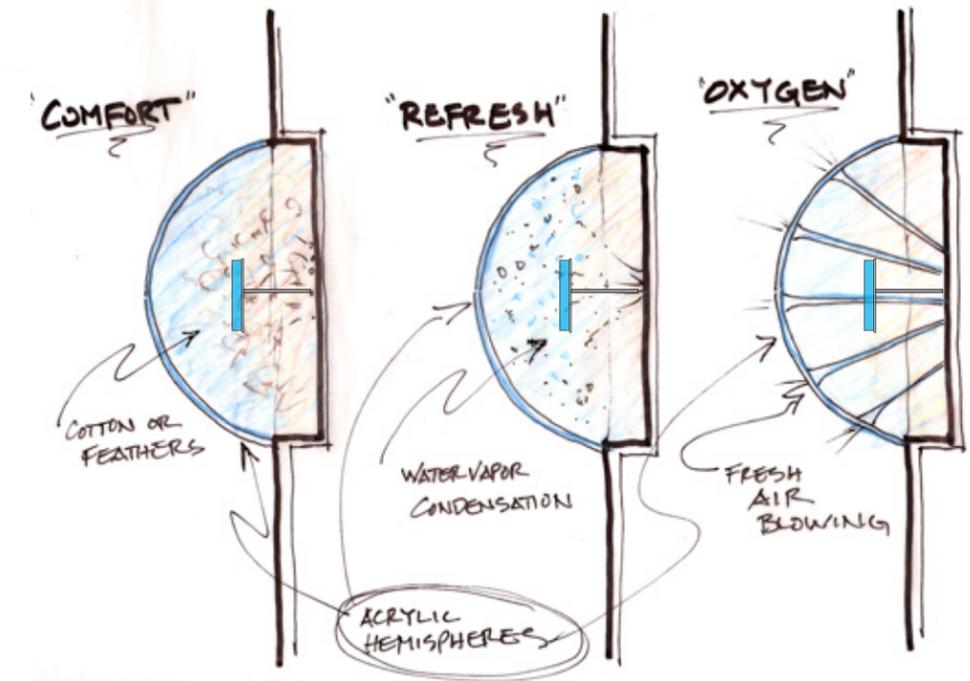
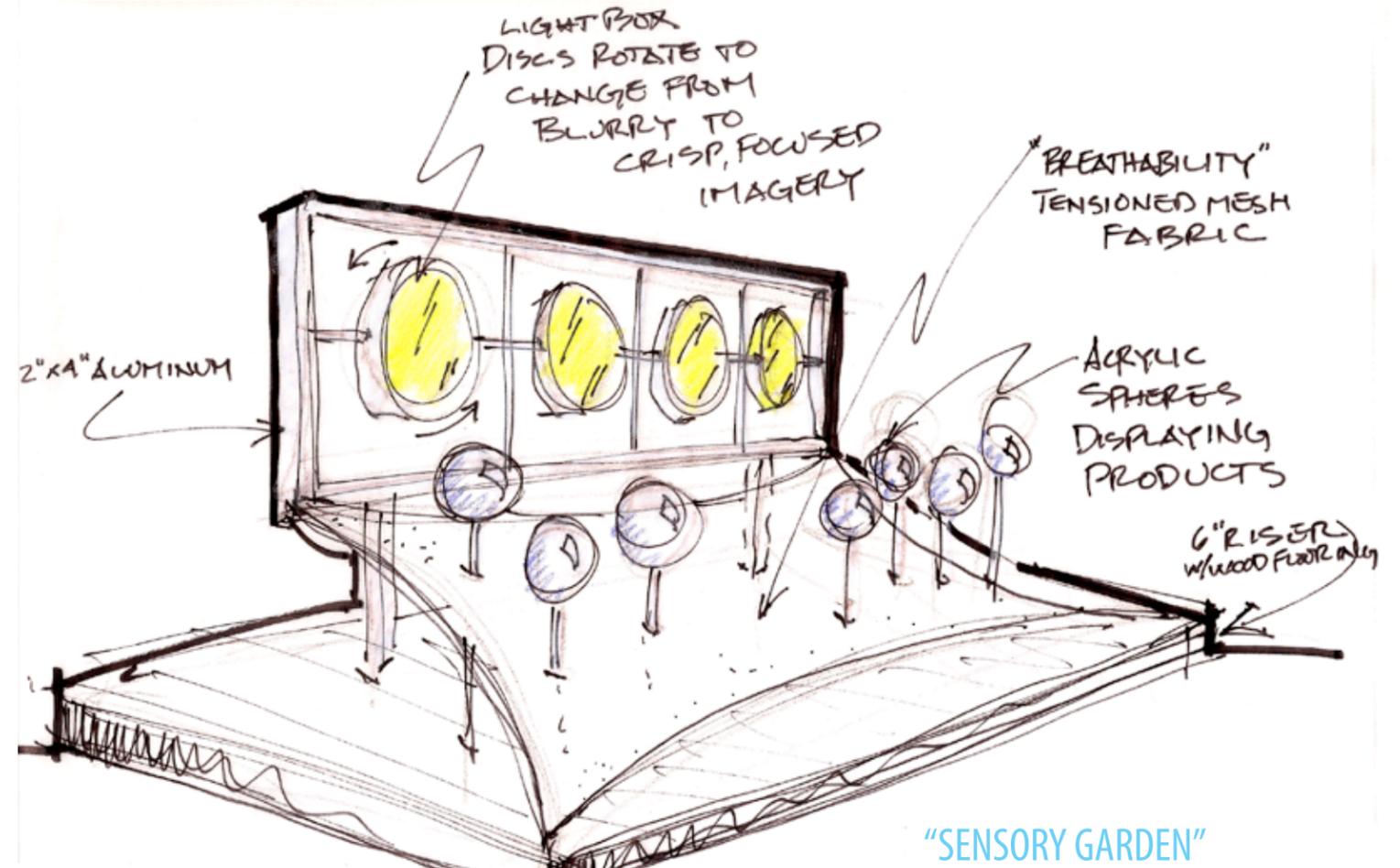
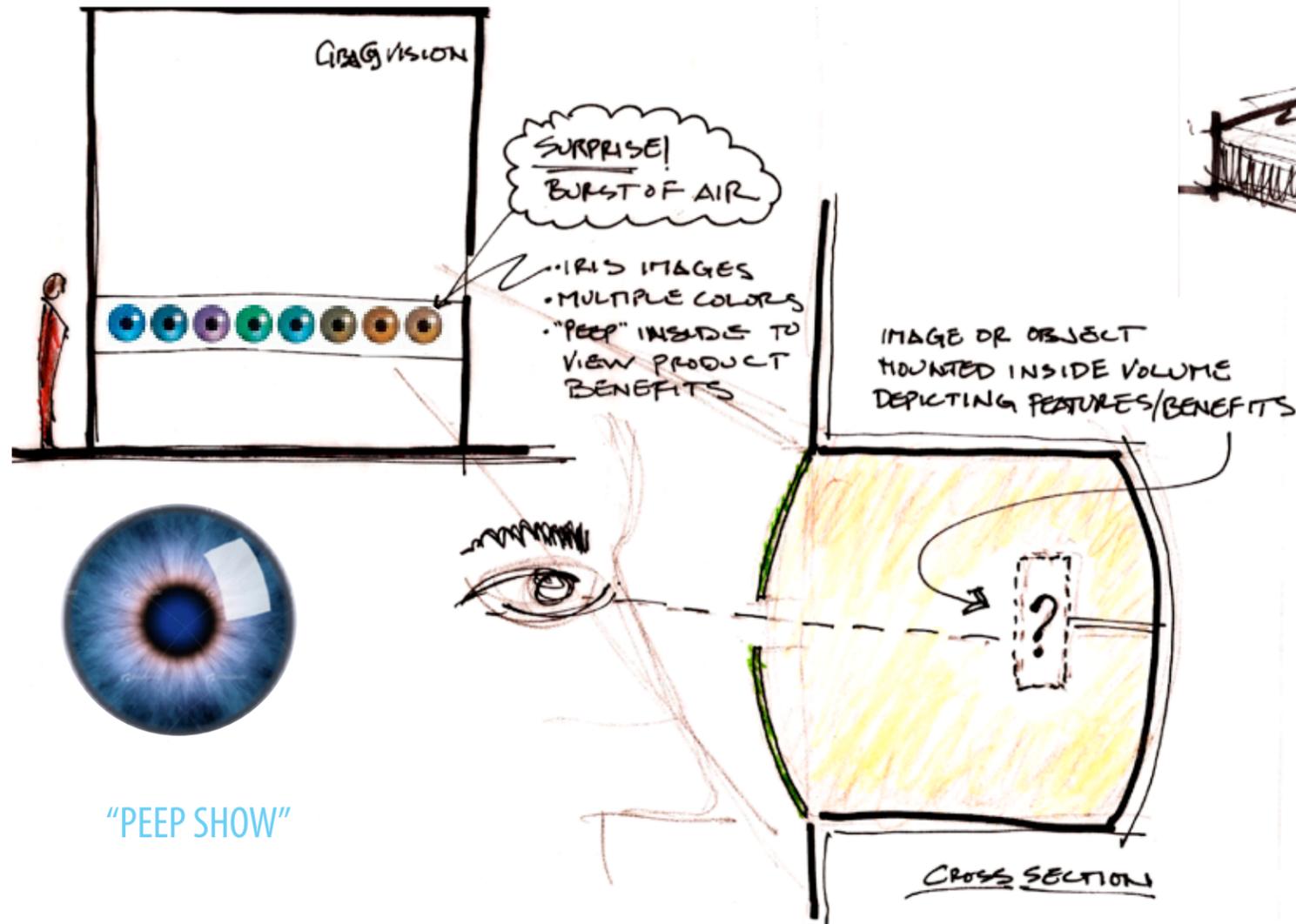
Bringing together the color palettes of Dailies®, Air Optix®, and Lens Care products **Refresh Your World** aims to reinforce your branding efforts in the minds of Eye Care Professionals. Blues, greens, and whites are the primary colors with some subtle off-white and earth tone accents included for warmth. These colors mirror the cleanliness and universal purity of water and sky.

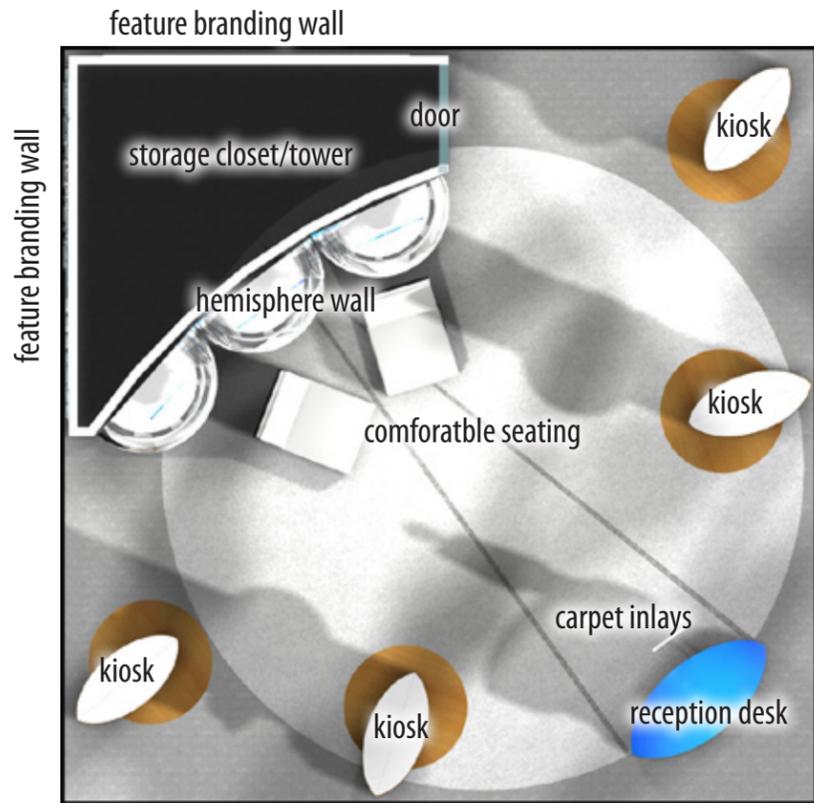


## EMOTIONS

*Refresh Your World* wants to connect to customers on a deeper level. Safe, strong, and serene are our emotional touchpoints. ECPs get overwhelmed by product details and begin to blur competitors at large exhibit events. By streamlining your message and relying on some key visual elements already present in current marketing efforts, CIBA VISION can maintain top-of-mind status with your customers. A sense of "playful learning" is felt by the creative use of movement, depth, and texture. Learning is strongest when it doesn't feel like learning at all.

## IDEAS...





### DISPLAY : 20x20 CONCEPT

From the moment customers spy the CIBA VISION display, they will be drawn to it. The play of light, color, and height attract the curious visitor. Clean styling and easy flow within the space allows interaction between customers and representatives, while also providing a “self-serve” element that gives in-depth details of CIBA VISION offerings.

The freestanding kiosks are double-sided so that the same information can be shared with multiple groups at the same time or multiple product lines can be introduced back-to-back. The kiosk header allows for large image branding of your products with an unobstructed view. Below these are your video monitors for looping content to draw visitors into the CIBA VISION offerings even deeper. Backlit vertical cases display your products where your messaging takes place. Product literature is dispensed below the monitor and storage space is included at the base of the kiosk.

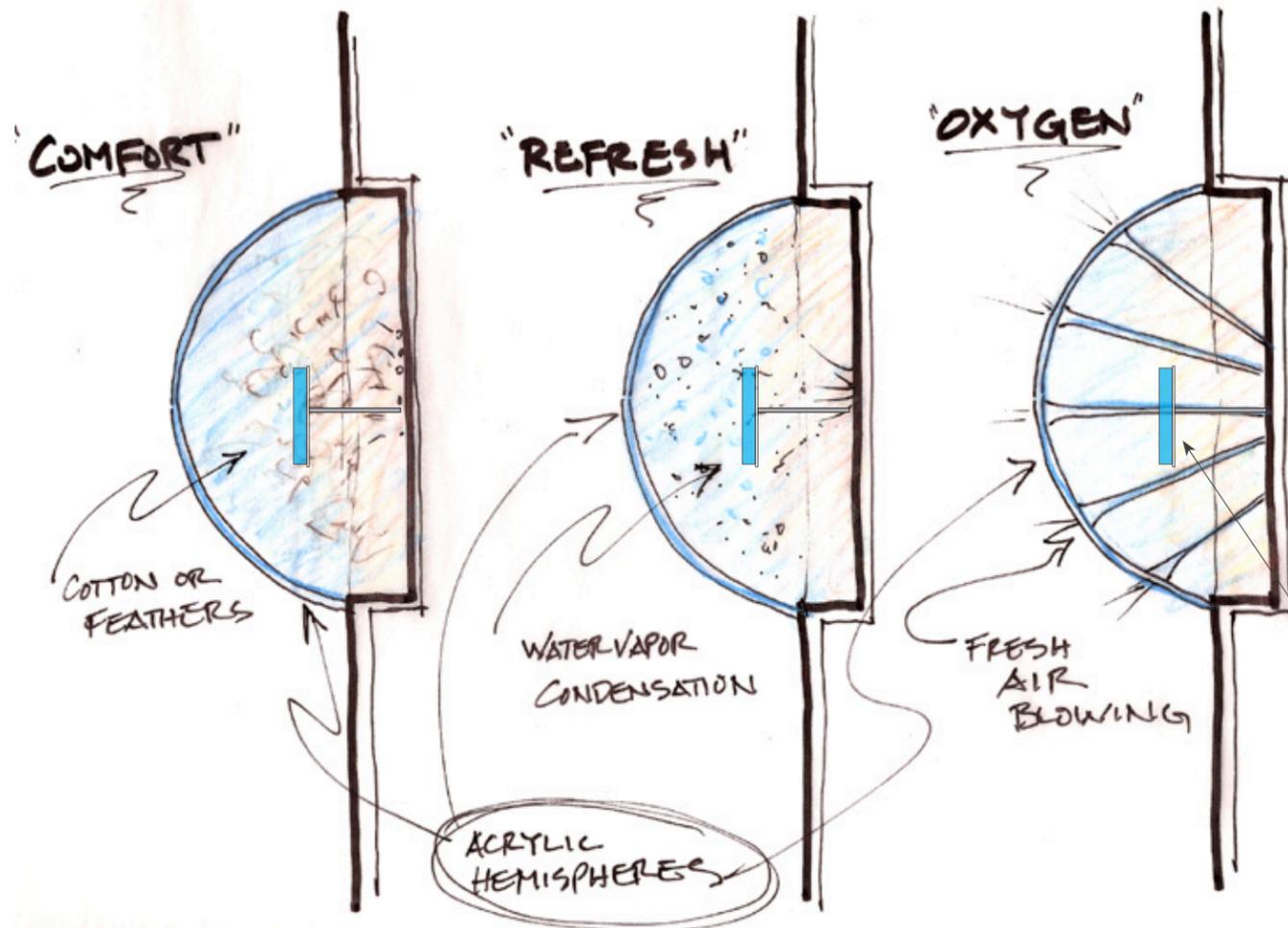
Minimal seating is included to encourage interaction with exhibit displays but support those times when more thorough comfortable conversations are needed. If you want to clear the space for a special presentation, you have storage flexibility and moveable kiosks that make it all possible. A central reception desk radiates with light from below and provides table space for product explanation, hospitality, and lead retrieval.



This central reception desk is also a “focal” element in the space’s carpeting design. The carpeting is a two-tone design with a light center circle within a slightly darker hue. From the aerial view you see how the carpet inlay of a pair of darker hues emanate from the “lens cabinet” and end at the hemisphere wall.

The hemisphere wall is the main storage space and coat closet. Composed of twelve clear orbs holding floating words such as “moisture”, “refresh”, and “sparkle”, this wall represents CIBA VISION’s focus on the best of life’s healthy attributes. Within some of the hemispheres are elements of motion to engage and connect with visitors as well.

DYNAMIC DISPLAY IDEAS



Fan blows feathers; around dimensional word "COMFORT"

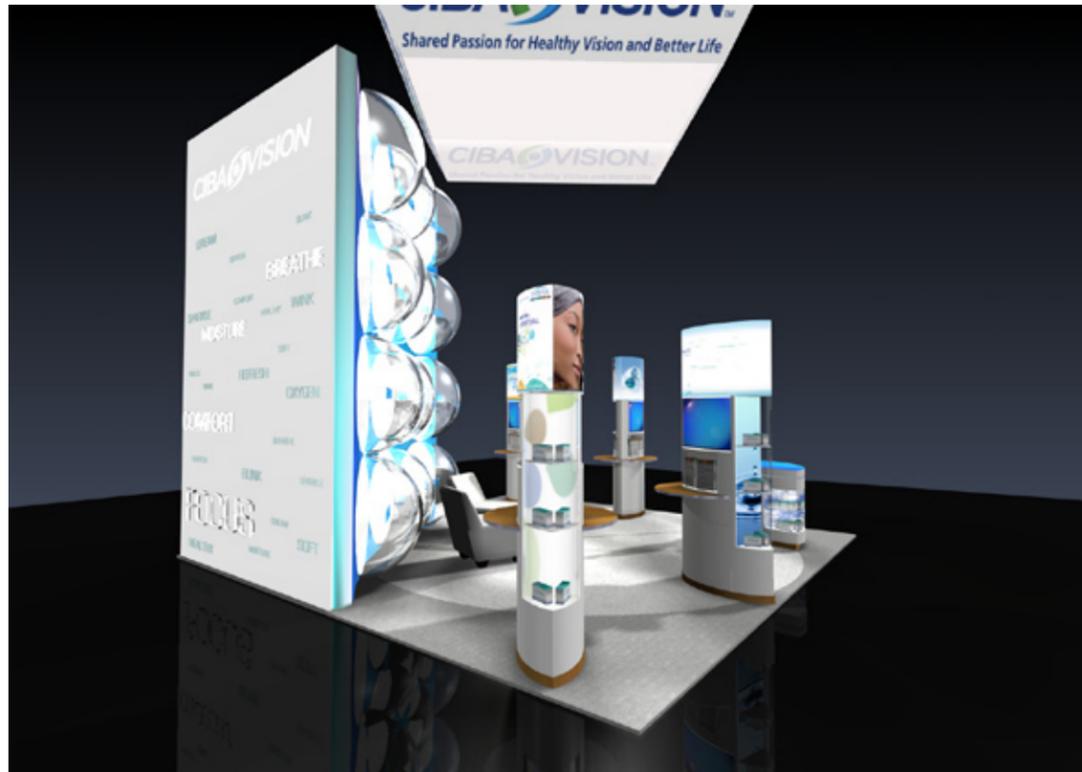
Water is squirted in self contained hemisphere with water pump; around dimensional word "REFRESH" OR "MOISTURE"

Flexible plastic oxygen tubes deliver air through perforated surface of hemisphere; around the word "OXYGEN"



HEMISPHERE WALL

Semitranslucent acrylic dimensional words mounted to a thin piece of clear plexiglass and pin mounted to wall to give words an illusion of floating within the acrylic hemispheres.



Side view



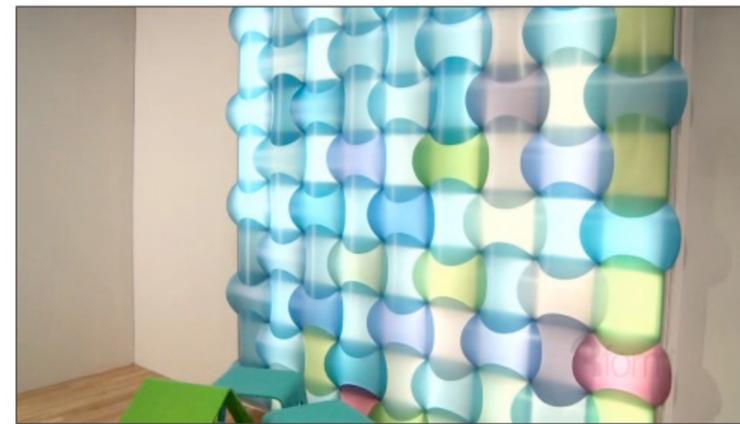
Rear view

## FEEL

“There is definitely something unique about the CIBA VISION display.” That’s what *Refresh Your World* aims for your clients to say. Customers will be attracted by its unique design, clear communications, and visually arresting displays. The soft edges of the entire exhibit reflect the CIBA VISION logo and the organic shape of the eye. Use of textural pieces such as Wovin wall or Moss stretchable fabric on the expansive storage room walls draw the eye and attention of customers. Lighting can be used to great effect here in an ever-changing backlight sense or with light emitting through key words cut into the closet wall.

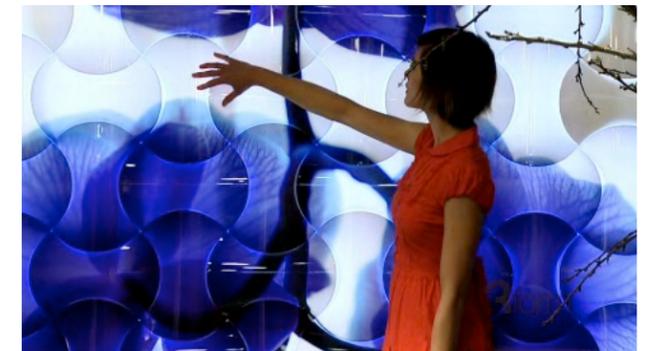


MOSS (stretched fabric) EXAMPLE

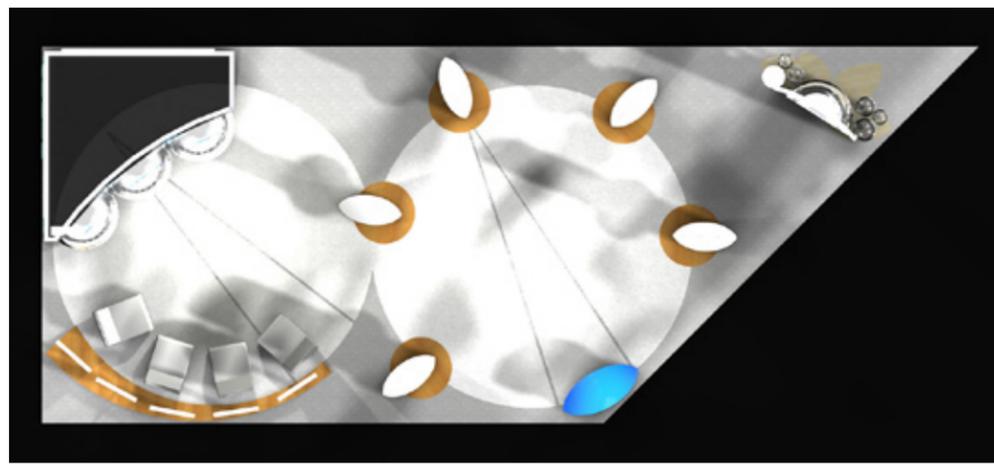


## WOVIN WALL EXAMPLE

Wovin Wall is a modular system which can be extended in any direction to suit most spaces. For interiors which change frequently (such as exhibition and retail spaces), the modular nature of the Wovin Wall product is the perfect medium to reflect new color schemes, product launches or seasonal changes.



Rear lit graphic behind clear woven wall



Alternate floor plan (for SECO 2010)



Alternate flooring option