



Portable Event
Structures

Optimus Portable Showcase

The future of roadshow vehicles has arrived: Optimus, an expandable mobile showcase.



www.expocentric.com.au



Contact Us



This premium expandable roadshow vehicle can be set up in a few minutes by just one person.

It can be transported using standardised trucking equipment and expands by nearly double once stationed.

With a high end look and feel, it will help your brand achieve premium results.





Be where your customers are.

The Future of Roadshow Vehicles

Traditional portable event structures don't convey a premium look and feel, decreasing the effectiveness of brand activations. They also typically need a small army to set up, which isn't practical or efficient.

Our range of Optimus expandable mobile showcase units solve all these problems.

Not only does our Optimus design have a real 'wow' factor, our expandable roadshow vehicles can be set up in a few minutes by just one person.

The unit can be transported using standardised logistics equipment. The beauty of this product is that once positioned it easily expands to nearly double the width to create a fantastic footprint.



Features

Customisable

All our products can be customised to suit your exact requirements and our team of skilled craftsmen can design and build your internal concept.

Affordable

Our structures are produced using LEAN manufacturing techniques to keep build cost low. Our products are also supported with low interest financing options.

Delivery Time

Our lead-times are second to none. We focus on producing our main core products using effective and efficient production processes.

Easy Set-up

The Optimus units can be deployed at the push of a button to ensure event staff numbers are kept to a minimum, reducing event costs.

Expandable

Our structures expand once on-site to create a fantastic footprint to house a multitude of concepts, giving you ultimate flexibility.

Movable

The Optimus range has been cleverly designed to be moved by standardised trucking equipment, simplifying logistics and reducing operating costs.



Optimus Size Selections



Click Play button to watch video on the 3 options.

01



Container

Our **7.5m / 24ft** Container is compact, nimble and expands to a width of 4.65m / 15ft with the push of the button. This attractive unit can be delivered with different glazing options and can be easily moved with standard trucking equipment.

02



Drop-deck

Our **12m / 40ft** Drop-Deck unit is a smart piece of engineering which allows the body of the unit to lower on top of the axles so that it can be deployed directly onto the ground for easy entry / exit. The width can also be increased to 4.65m / 15ft. Both of these actions happen with the simple push of a button. Clients are able to customise their units with different options.

03



Trailer

For those clients needing a big footprint our **13m / 44ft** trailer is the biggest unit we have providing a huge event space, all the with push of a button. This imposing structure can be whatever it needs to be, mobile car showroom, interactive technology showcase, mobile beauty salon or merch trailer.





Compact Option

Container 7.5m

Total Setup Time:
25 Minutes

Internal Space:
35 Sqm

Expandable Mobile Showcase

The Optimus unit can be deployed in a few minutes by just one person. The unit can be transported using standardised logistics equipment. The beauty of this product is that once positioned it easily expands to nearly double the width to create a fantastic footprint.



Click Play button to watch Renault Green tour video.





Compact Option

Container Setup

7.5m



Click Play button to watch the container setup video.



This unit can be operated by just one person. The set-up time takes less than 30 minutes.

The unit arrives mounted on a trailer chassis and once on site, the hydraulic legs are deployed to take the weight of the showcase and the truck is unattached and driven away.

With the push of a single button the unit is then lowered to the ground using the on-board hydraulic system. With the push of another button the unit is then expanded. The floor is then positioned with the push of a third button. The opening system is powered by an on-board battery pack.



Large Option

Dropdeck 12m

Total Setup Time:
46 Minutes

Internal Space:
58 Sqm

Expandable Mobile Showcase

The Optimus unit can be deployed in a few minutes by a two person team. The unit can be transported using standardised logistics equipment. The beauty of this product is that once positioned it easily expands to nearly double the width to create a fantastic footprint.







Grand Option

Trailer 13m

Total Setup Time:
50 Minutes

Internal Space:
62 Sqm

Expandable Mobile Showcase

The Optimus unit can be deployed in a few minutes by a two person team. The unit can be transported using standardised logistics equipment. The beauty of this product is that once positioned it easily expands to nearly double the width to create a fantastic footprint.





Grand Option

Trailer Setup 13m



Click Play button to watch the trailer setup video.



This unit is also operated by just a small two person team. The set-up time takes less than 50 minutes.

The unit arrives mounted on a trailer chassis and once on site, the hydraulic legs are deployed to take the weight of the showcase and the trailer is lowered on its air suspension. With the push of a button the unit is then expanded. The floor is then positioned with the push of another third button. The system is powered by an on-board battery pack. The internal items are then positioned ready for the first guests a few minutes later.



Benefits

Quick to deploy

This expanding showcase is new to the market and solves the problem of long build times that require large crews. The showcase deploys in a few minutes and expands once on site from 8ft to 15ft.

Maximum space

An expanding showcase offers clients all the space they need without compromising on the contents of the roadshow.

- Easy to transport using standardised trucking equipment
- Quick to deploy – 'Plug & Play' - minimal human resource required – low set up costs
- Modern, sleek, premium look and feel befitting high-end brands
- Demountable to floor level for easy access
- Fully customisable
- Temperature controlled environment
- Mains or generated power supply options available





Interior Fit-outs

Various fit-outs to suit

Our range of Optimus expandable mobile showcase units not only look good from the exterior, the interiors look fantastic too.

The limitless options for interior design can be managed by our skilled team of designers and cabinet makers or you can take care of internal elements separately.

Interior options may include air conditioning, flooring, audio, lighting, HD Screens, simulators and configurators. The possibilities are endless for the interior fit-out. Concepts can also be quickly changed when required.







Various Door Styles

Our range of Optimus expandable mobile showcase units can be supplied with a choice of door options including electric sliding doors, tri-folding doors or two regular doors.

Electric Sliding Doors



Tri-folding Doors



Regular Doors





Perfect Technology Showcase

Mercedes Tech Showcase

Innovation on the move has become very popular and is set to increase with the current Covid19 crisis. Mercedes utilised the Optimus portable showcase to deliver a unique digital experience to their clients. They demonstrated the latest in technology and explained data trends easily in a safe, controlled environment.





Perfect Technology Showcase

SAP Intelligent Truck

SAP were one of the first technology companies to embrace mobile innovation facilitating customer conversations at a location of their choosing. They are on tour with their intelligent enterprise truck equipped with an immersive experience room. A piece of technology they use for training their employee's and customers.





Google Technology Roadshow & Porsche Concept

Perfect Hospitality Suites

The suite of Optimus structures are so versatile they can be transformed easily from one concept to another if required.

Due to their expanding nature they provide guests with an open-plan space and are the perfect mobile entertainment space.

Units can be incorporated with all the facilities required for a hospitality suite including coffee bar, fridges, air conditioning, sound systems etc.

Our large units are so spacious they can even accommodate a vehicle if required.





Want to engage customers in their own playground?

Contact us to discuss what can be achieved with the Optimus Portable Showcase.

[Contact Us](#)





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