



# SHOWCASE

MINI Urban Style Tour - Berlin, Germany



Stopping over in eleven different urban centres, the MINI Urban Style Tour provides a fascinating insight into the latest lifestyle products of the MINI-Collection. With the double D – a British double-decker bus converted into the typical MINI style – the MINI-Collection was on display to touch and inspired in its entire bandwidth. With its innovative Strip 12 SMD RGB, Traxon transformed the interior of the bus into an exciting showroom. Highlighting the MINI-Collection, the Strips added a colorful touch and offered various colorings and vivid color changing scenarios for a unique lighting ambience.

## FEATURED PRODUCT



1 PXL Strip

## PROJECT DETAILS

Category: Entertainment  
Client: BMW Mini Urban Style Tour  
Location: Berlin, Germany  
Date: 2006-11-01  
Region: Traxon Germany

Traxon Technologies Europe GmbH

For more information, please visit [WWW.TRAXONTECHNOLOGIES.COM](http://WWW.TRAXONTECHNOLOGIES.COM)

Or contact us: Europe Marketing E: [marketing.europe@traxontechnologies.com](mailto:marketing.europe@traxontechnologies.com)

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