

BOOTH DESIGN — CONCEPT DIRECTIONS

IFA Berlin 2026

Three concept directions for review. The booth stays consistent — the major change across all three is the table.

What we're drawing from

Premium, Confident, Minimal, Sleek.



EXPERIENCE WALL



WHOOP • IFA 2025

01 The Island

- Two tables split the crowd
- Premium, considered display
- Built-in storage keeps it clean
- Open meeting space for key talks
- Fabric walls - lower cost
- Big graphic panels - set the whole look

MATERIALS

- Fabric walls
- Backlit graphic panels
- MDF / metal tables, wood or veneer top
- Acrylic feature labels (sticker-applied)
- Fabric hanging element with printed logo
- Edge-lit Ultrahuman Ring PRO logo wall



01 The Island

The same booth from the aisle — open, bright and easy to walk into.



01 The Hero Table

Products under acrylic vitrines, feature text in front. Ring PRO flanked by its two cases, shown open.



01 Product Detail

AIR, PRO and HOME — each product shown up close.



01 The Demo Table

Size the ring, feel it and explore the live app — feature text to be added (name only for now).



02 The Essential

- Same layout, value-engineered
- Fewer parts, leaner build
- Lower cost, same experience

MATERIALS

- Fabric walls
- Backlit graphic panels
- MDF / metal tables, wood or veneer top
- Acrylic feature labels (sticker-applied)
- Fabric hanging element
- Edge-lit Ultrahuman Ring PRO logo wall



02 The Essential

Same footprint, fewer parts — the value-engineered option.



03 The Cantilever

- Same plan, elevated
- Cantilevered table floats the display
- Lighter, more architectural

MATERIALS

- Fabric walls
- Backlit graphic panels
- MDF / metal tables, wood or veneer top
- Acrylic feature labels (sticker-applied)
- Fabric hanging element
- Edge-lit Ultrahuman Ring PRO logo wall



03 The Cantilever

The cantilever detail — a lighter, more sculptural table.

CANTILEVER: METAL FRAME · WARM WOOD TOP · GLASS / ACRYLIC LIDS



Three Directions



01 The Island



02 The Essential



03 The Cantilever

Across all three concepts the POS table-tops stay identical — only the table structure changes.