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Creative Mobile Interiors Teams With a Global Dental Imaging Leader

Gendex is ready to travel with a new, one-of-a-kind mobile marketing bus designed and built by CMI.

(Grove City, Ohio) Gendex Dental Systems is a global provider of innovative digital imaging equipment for dental professionals. To showcase their award-winning existing products and their high function new product line, Gendex decided to hit the highway to bring these dynamic systems to your town. In order for this to happen, Gendex needed to find a bus and a company to build their new idea on wheels. Creative Mobile Interiors was the perfect fit for Gendex and their unique plan. After many months of design and fabrication, the idea materialized in the form of a Prevost XLII with a large driver's side slide-out and a custom side door.

Creative Mobile Interiors had the challenging and unique job of making this 45-foot coach a comfortable and modern place to highlight some very high-tech equipment. One way to make this happen was to build an approachable environment that generates awe and excitement. The fully vinyl-wrapped blue bus welcomes you with friendly faces and eye-catching graphics on the vehicle exterior. Full-length blue neon lighting beneath the bus should catch some looks, as well. Friendly faces are also aboard this first-of-its-kind tour to answer questions and provide information as it relates to the product offerings at Gendex. The bus and the energetic team aboard, create a fun and distinctive atmosphere that will carry this tour for the next 12 months.

Step inside and you will immediately be struck by the vast space and contemporary warmth of this 45-foot luxury coach. Cool gray and blue colors contrast comfortably with the rich wood tone floors to give the interior a cozy, yet modern feel. To stand up to the high traffic this coach will see, the wood-look floors are a commercial vinyl plank that serves as an efficient, life-like alternative. Other aspects of the coach, like the walls, seating, and cabinetry are

finished with strong leather-like vinyl and laminate surfaces. This will allow the Gendex mobile showroom to finish the tour just as pretty as it started.

Upon entering the factory front door, patrons will walk immediately up into the main space, just past the driver's area. With the driver's side slide-out extended this main space spans more than nine and a half feet wide. This large display area is simple and uncluttered as to properly showcase the products Gendex offers. This area houses four high-tech products that are mounted for interaction and demonstrations. One of these items is a slick, modern dental chair with all the tools and trimmings. Surrounding this wonderfully ergonomic dental chair are two flat-screen TVs that stream educational content about the products. Just beyond the slide-out are the two latest extraoral products of the mobile marketing tour – the GX DP-700™ panoramic-ceph-3D and the GX DP-300™ panoramic x-ray systems. Each of these items are set alone in the floor plan allowing interested patrons to step up and gain a hands-on experience. Both of these machines move and function using electronic touch screens that accommodate various adjustments. The bus itself actually needed a bit of CMI creativity to make one of the machines fully functional within the space. By designing a perfectly sized recess in the ceiling, CMI was able to allow this valuable piece of equipment to move into its tallest position. Opposite these products is a sleek wall design featuring two additional 46-inch LED TVs and hidden storage.

Just before the private rear area of the coach is a completely custom side exit door. The second door solves the most common complaint for full-size coaches and mobile marketing tours: the lack of side/exit door capabilities. CMI was able to oblige the customer's concern for circulation by cutting in a side door with custom stairs to lead passengers out to solid ground once they have completed their walk through. Once passengers leave, the Gendex team gets to ride in style with a rear lounge/office, bathroom and galley. This comfortable area also acts as a presentation room for sales and potential customers. The bathroom and a closet flank a small hallway that leads to the rear. This area contains a large sofa that faces a smaller sofa with a dinette table between. The larger, rearmost sofa faces a 27-inch Apple iMac monitor that puts the worldwide web at your fingertips via the coach WiFi system. The table between the sofas acts as a desk space as well as a dining surface. Opposite the sofas and table is a galley that includes a sink, refrigerator, microwave, and abundant storage. More storage is found on the back wall adjacent to a 32-inch LED TV and printer. This cozy and inviting lounge is a great place for a break and a great place to work comfortably.

The outside of this Prevost coach is more than just an eye-catching billboard for Gendex. The entire passenger side transforms into an outdoor experience that makes this

vehicle and tour multi-dimensional. The two coach doors frame an interactive area that can be covered via two large floating awnings. An outdoor sound system and two 46-inch LED exterior TVs turn this covered area into an enjoyable, open-air marketing environment.

This big blue Prevost brings a lot to the table, and it does so in a way most industries have never seen. Gendex and Creative Mobile Interiors were thrilled to put together such a unique and innovative vehicle for such a specific and necessary aspect of our towns and our health. Dentists and specialists all around North America are already enjoying the experience of a visit from the Gendex bus. The tour can be followed, and stops can be requested, via www.ExperienceGendex.com. This multi-functional display bus will literally be driving innovation from town to town with its mobile showroom that brings dental imaging solutions straight to the dental community.

CMI is in its eleventh year of business and is headquartered at 6237 Seeds Road in Grove City, Ohio - a suburb of Columbus. The company specializes in converting motor coaches, Sprinter vans, buses, trailers and mini-coaches into luxury, commercial and specialty vehicles outfitted with custom, top-of-the-line features and amenities. CMI can be reached at (614) 539-4600 or at www.CreativeMobileInteriors.com and on Facebook.