

snipes uses kompas Digital Signage software for its customer communication

snipes stores in Germany and Switzerland with Digital Signage displays – Content management and network administration via kompas Digital Signage software – Advertisements, Twitter and customer information

Cologne, October 7th 2014 – Instore radio provider [Radio P.O.S.](#) from Kiel has once more chosen [kompas](#) Digital Signage software by [dimedis](#) to serve its latest customer: [snipes](#), the leading streetwear chain with over 83 stores in Germany, Austria and Switzerland, will be using kompas for its digital instore customer communication. Initially, 20 stores in Germany and all nine stores in Switzerland will be equipped with kompas displays. The content shown on the displays includes advertisements, special offers and Twitter messages and is meant to address the trendy stores' clientele in a direct and modern way. The network administration tools offered by kompas were the main reason for snipes to choose the software made by dimedis. Concept and implementation are being managed by Radio P.O.S., the specialist for instore communication based in Kiel.

Dennis Voth, Head of IT for snipes GmbH, about the project: „snipes sees Digital Signage as an effective and modern way to address our young, tech-savvy target group. In order to be able to manage our large network of stores, together with Radio P.O.S. we have chosen the kompas Digital Signage software by dimedis. We were especially impressed by its ability to manage large, nationwide networks and its powerful rights management.“



snipes relies on the tried and tested Kompas software by dimedis for all of its Digital Signage needs.

Patrick Schröder, Division Manager Digital Signage at dimedis GmbH, on the use of Kompas at snipes: „We are happy to have snipes as a new customer and this affirms us in our belief that our Kompas Digital Signage software is an ideal fit for store chains. Managing large, nationwide networks is one of the core strengths of Kompas, and our detailed rights management, which allows administrators to assign read and write permissions for locations, playlists or even individual pieces of content, was another deciding factor.“

Further information about the functionality of the new Kompas Digital Signage systems is available in our video presentations on YouTube: www.youtube.com/playlist?list=PLC0C3D88EEA968328

Useful links:

- » [Photo of the snipes Digital Signage installation](#)
- » [Information about Kompas](#)
- » [Videotutorial Kompas 7.0](#)
- » [Kompas Digital Signage feature list](#)

» [snipes](#)

» [Radio P.O.S. \(Specialists for Instore Communications\)](#)

About Digital Signage

Digital Signage describes digital media content for advertising and information systems such as electronic posters and traffic signs, instore marketing, digital door signs or large-scale projections. Digital Signage is increasingly being used in public spaces such as railway stations, airports and shopping centres. dimedis is among the leading Digital Signage providers in Germany. Our Digital Signage software kompas is the driving force behind more than 5,000 screens across the country.

What is kompas?

kompas, developed by the experts in digital media distribution at dimedis GmbH, is one of the most powerful and flexible Digital Signage systems on the market. kompas offers Digital Signage users an intuitive interface built around drag-and-drop usability. More than 5.000 players in Germany alone are controlled by kompas, making it the driving force behind one of the largest advertising networks in the country. The kompas software is stable and relies on HTML5. Another part of the kompas family of products is the award-winning kompas wayfinding.

kompas received the VISCUM Digital Signage Best Practice Award in 2008 and the POPAI Digital Award Gold for "Best Digital Media Technology" in 2011.

For more information please visit: www.kompas-software.com

About dimedis

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmssäsan, Messe Stuttgart, Reed Exhibitions Deutschland, Westfalahallen Dortmund, British American Tobacco, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC and mfi. More than 40 employees currently work for dimedis.

For more information please visit: www.dimedis.eu or blog.dimedis.de

About snipes GmbH

SNIPES GmbH is the leading streetwear chain in Germany and Austria. The Cologne-based company was founded in 1998 by Sven Voth and today counts more

than 80 stores in Germany, Austria and Switzerland. Internationally renowned brands such as adidas, NIKE, JORDAN, New Balance, hummel, VANS, DC and Converse are among the widely diversified brand portfolio of SNIPES GmbH.

Influences from urban youth culture and from the areas of music, action sports, dance, basketball and streetwear determine the range of products.

SNIPES GmbH employs more than 500 people.

In 2011, SNIPES entered into a strategic partnership with the Swiss Deichmann daughter Ochsner Sport.

More information is available online at www.snipes.de

About Radio P.O.S.

For more than 25 years, we have been creating instore radio and tv programming targeted specifically to your audience. In addition, we offer the complete spectrum of related hardware solutions - such as speakers, voice alarm systems, maintenance and installation services. Childfriendly content and game stations with interactive games and educational content complete our portfolio.

Further information can be found online at www.radio-pos.de

Press Contact

Ibrahim Mazari
Public Relations Manager
imazari@dimedis.de
+49 (0) 221 - 921 260 52

dimedis GmbH
Dillenburger Straße 83
51105 Cologne
Germany

www.dimedis.eu
www.kompas-software.com

Managing Director: Wilhelm Halling