

Media Release – for immediate release

## **VISCOM 2015: dimedis is presenting interactive digital signage and video walls for the POS**

### **Digital signage in the retail sector: Bosch Experience Zone – Interactive digital signage for shopping malls – How can video walls be controlled? – The latest Kompas version 8.0 with rule-based booking**

Cologne, October 07, 2015 – At this year's specialist trade fair for visual communication, technology and design, [viscom](#) in Düsseldorf, [dimedis](#) will be presenting the latest developments in the world of interactive digital signage at the POS. Special emphasis will be placed on video walls and interactive applications such as wayfinding systems for shopping malls and the shop-in-shop solution "Bosch Experience Zone", with which dimedis will also be taking part in the viscom Digital Signage Best Practice Award. From November 4–6, dimedis will be presenting the multiple award-winning digital signage system [Kompas](#) as well as the wayfinding system [Kompas Wayfinding on its own booth](#) (Hall 8a, K33). Interactive columns for shopping malls and other concrete applications give the visitor to the booth a real-world impression of what can be achieved using Kompas digital signage software. The focus will also be on video walls. dimedis will be showing the visitors to viscom how Kompas digital signage software can be used to control the entire content, right down to the individual screens. In addition, during the "Lunch&Learn" hands-on workshop, dimedis will give the visitor a deeper insight into the subject "How can digital signage be used effectively at the POS to promote customer interaction?". At this year's viscom dimedis will also be presenting Kompas proof of play. Kompas proof of play allows monitors and screens to be monitored live via webcam and an alarm to be triggered as soon as content is

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displayed incorrectly on the screens. And what's more, at viscom 2015 dimedis will be presenting an absolute highlight: the latest version of the kompas digital signage software solution. With kompas 8.0 it is now possible to book content in accordance with defined rules. Content such as photos, videos, news, etc. can be automatically booked in the system and prioritised.

### **Viscom Digital Signage Best Practice Award: Bosch Experience Zone**

Digital signage has already conquered the retail sector and is now making headway in DIY superstores. For the viscom Digital Signage Best Practice Award, dimedis will be submitting the interactive "Bosch Experience Zone" column in conjunction with the Power Tools Division at Robert Bosch GmbH. The information terminal can also be seen on our booth.

The Bosch Experience Zone is an innovative shop-in-shop project for DIY superstores worldwide. Its main objective is to create a brand island in which the customers receive information and inspiration and are able to try out products in a practice-oriented environment. The Bosch Experience Zone adopts a holistic approach and integrates interactive digital signage into modern shopfitting. The central information terminal is run using the kompas digital signage software supplied by the Cologne-based software company dimedis. As an eye-catcher in the Experience Zone, the terminal boosts customer loyalty and encourages customers to make purchases and interact using a touchscreen. Besides providing value-added in the form of information, the terminal also moves the Bosch products to the forefront of the customers' interest. With 23 languages available, the user interface can be used flexibly around the world, the information gathered can be printed out and taken away, and information can be transmitted to a smartphone using the QR code. For further information watch this [video of the Bosch Experience](#)

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[Zone](#). On Wednesday, November 4, Nora Wienke, Brand Manager at Robert Bosch GmbH will be presenting the project during the [viscom seminar program](#).

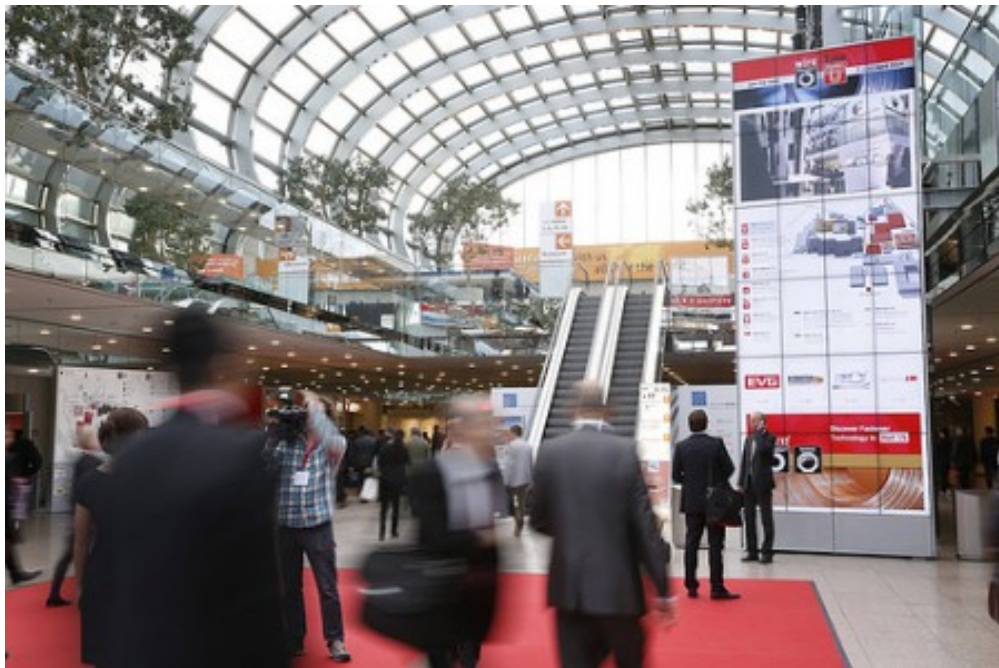


*Interactive "Bosch Experience Zone" column (source: dimedis/SR Media)*

## **Controlling video walls**

The latest version of kompas masters the control of video walls and provides content such as site maps, Twitter walls, videos and news. And the special coup: kompas now uses HTML5, allowing the video wall to be used like a large browser window.

dimedis will be presenting the world's largest freestanding video column. This video wall will be located at the trade fair's north entrance.



*The world's largest freestanding video column is controlled by kompas digital signage software. (Source: Messe Düsseldorf/ [www.fotografie-wiese.de](http://www.fotografie-wiese.de))*

## **Wayfinding on the dimedis booth**

As yet another highlight, dimedis will be presenting kompas wayfinding on an interactive column like the ones used at the Abu Dhabi Mall or the Neutor Galerie shopping mall in Germany. On the dimedis booth, visitors to viscom will be able to try out the wayfinding solution for trade fairs and shopping malls for themselves.

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kompas wayfinding is an intuitive and intelligent wayfinding system. The interaction with kompas wayfinding takes place via a touchscreen. kompas wayfinding documents all the users' actions and search requests anonymously and thus serves as a permanent survey tool. The heart of this system is the intuitive LogoCloud:

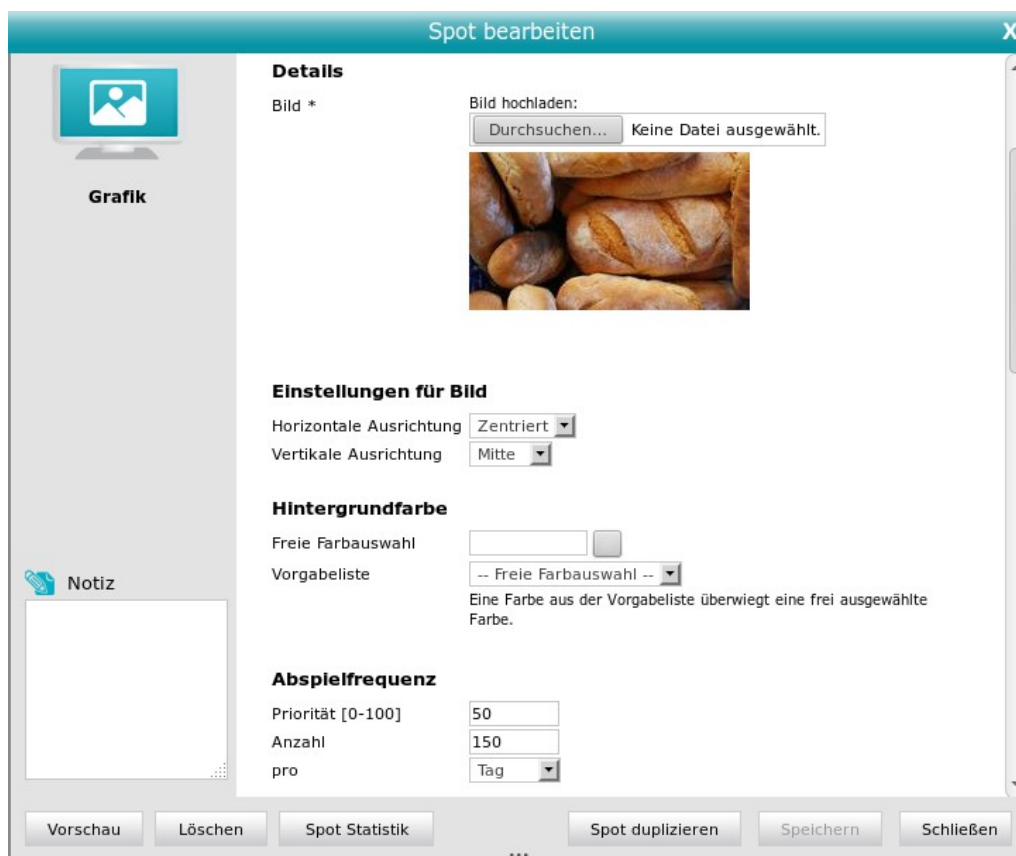


### **kompas 8.0: rule-based booking**

With the latest version of kompas, a new feature is making its début: rule-based booking. This feature enables kompas to calculate all content dynamically on the basis of predefined criteria. It is now possible to define how often each spot (e.g. a video)

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should run during a certain period of time, e.g. "30 times an hour between 12:00 and 18:00, but only from Monday to Friday", and which spot has the highest priority. In order to optimally plan the contents' airtime, kompas checks whether sufficient airtime is available for all content or for a certain spot.



*Priority, number of slots and the airtime can be set here. (Source: dimedis)*

## Lunch&Learn workshop

On Thursday, November 5 from 13:00 to 14:00, the Head of Digital Signage, Patrick Schröder, will be holding a workshop during the viscom events program as part of the "Lunch&Learn" event series. Topic: "How can digital signage be used effectively at the POS to promote customer interaction?" The "Lunch&Learn" workshop will be held in hall 8a in the "speakers Corner / world of inspiration". Click [here](#) for further information and to register.

## **Invitation**

Get to know the latest developments in the world of digital signage from dimedis at viscom and arrange a meeting with our Managing Director, Wilhelm Halling, and the Head of Digital Signage, Patrick Schröder.

We would welcome the opportunity to show you our state-of-the-art kompas digital signage and wayfinding systems and explain our strategy for the future.

## **dimedis at viscom 2015**

What: [dimedis booth](#)

Where: Messe Düsseldorf, hall 8a, booth K33

When: November 4–6, 2015

## **What: Presentation "Bosch Experience Zone – Digital signage in the DIY superstore"**

Who: Nora Wienke, Marketing Brand Management Digital Platform Strategy at Bosch GmbH

Where: Messe Düsseldorf, hall 8a, booth K20 (speakers corner)

When: Wednesday, November 4, 13:05 – 13:20

## **What: Lunch&Learn – "How can digital signage be used effectively at the POS to promote customer interaction?"**

Who: Patrick Schröder, Head of Digital Signage at dimedis GmbH

Where: Messe Düsseldorf, hall 8a, booth K20

lunch&learn in the viscom world of inspiration

When: Thursday, November 5, 13:00 – 14:00

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**Useful links:**

- » [Arrange a personal appointment](#)
- » [viscom Website](#)
- » [Printable Photo Patrick Schröder](#)
- » [Printable photos Bosch Experience Zone](#)
- » [Video Bosch Experience Zone](#)
- » [Printable photos wayfinding](#)
- » [kompas website](#)
- » [Videowall Messe Düsseldorf](#)
- » [Floorplan](#)

**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.

**About 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 VISCOM 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](http://www.kompas-software.com)

**About kompas wayfinding**

The kompas wayfinding system provides visual, easily comprehensible directions to visitors of shopping centres, large stores, hospitals, public service buildings and so on. It is designed to be spotted and instantly recognized as a visitor information



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system even from afar. The system features a simple, multilingual touchscreen interface, where users can just touch an icon to select their destination, or search for it by using the on-screen keyboard.

kompas offers a unique way of guiding visitors and customers to their desired destination. kompas wayfinding stores and evaluates all of the search terms entered by its users over time. Thus, it is not just a simple visitor information system – kompas wayfinding also works as a powerful planning and marketing tool, providing important feedback to its operators about what people are actually looking for.

For more information please visit: [www.kompas-wayfinding.com](http://www.kompas-wayfinding.com)

### **About dimedis GmbH**

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, Stockholmsmässan, Messe Stuttgart, Reed Exhibitions Deutschland, Westfalenhallen Dortmund, British American Tobacco, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC and mfi. 50 employees currently work for dimedis.

For more information please visit: [www.dimedis.de](http://www.dimedis.de) oder [blog.dimedis.de](http://blog.dimedis.de).

1200 **words** / 8990 **characters**

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