kompas 8.0 – The Latest Digital Signage Software on the Market

Release of kompas 8.0 with new features such as rule-based booking and Second Screen – dimedis launches a new kompas website at the same time

Cologne, March 09, 2016 – Since the start of the month kompas has been shining in new splendour in the new version 8.0 and has a large number of new features on offer that make it the most modern digital signage software solution on the market. The main innovations are rule-based booking and the second-screen feature. At the same time the kompas product website has been completely revamped. During the planning and concept phase, dimedis not only redesigned the structure of the website but also introduced a new colour scheme, making the website clearer, more modern and more responsive. Alongside the familiar product description pages, there is an expanded reference section in which exciting customer digital signage projects are presented.
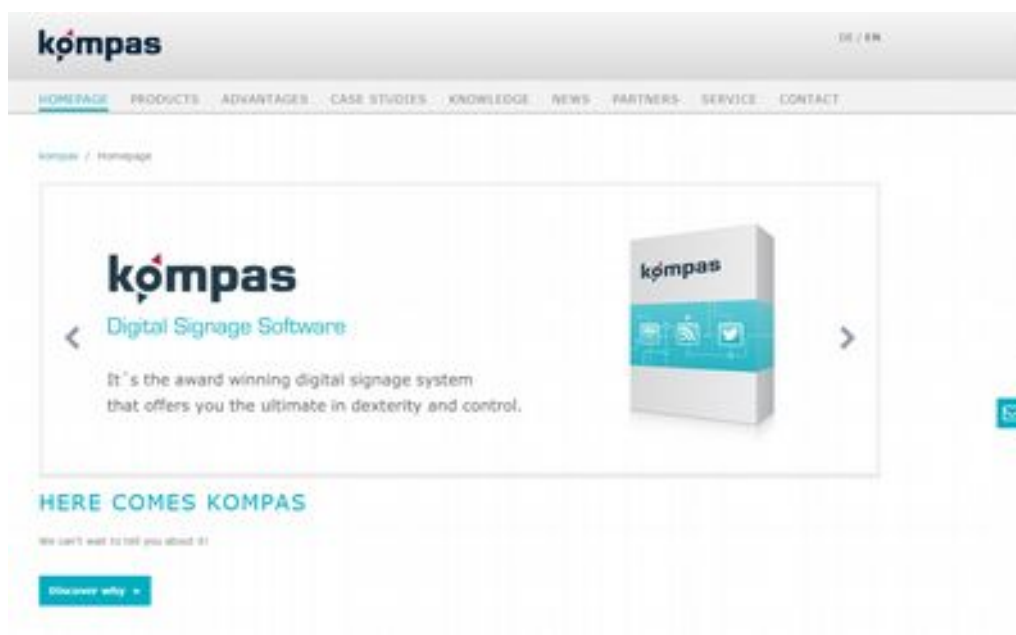
Rule-based booking

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) 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.

Second Screen

Second Screen allows you make certain spots available in the network for mobile devices.

These can be called up and played via a web application. To do this, the user scans a QR code using a tablet or a smartphone and the corresponding content is installed. This enables additional information about products to be transmitted from central digital signage screens to mobile devices, in a shop for example.

With its modern design, the new kompas website provides all important product information at a glance.

Patrick Schröder, Head of Digital Signage at dimedis, about the new version of kompas: "Right from the beginning when designing kompas, we have relied on web technologies, HTML and complete control of the content and networks by the customer. In 2012 we were the first company to use HTML5 as standard. With kompas 8.0,

we now offer the most modern digital signage software solution available on the market. With rule-based booking, we enable dynamic content output far beyond the classic play-list logic, and Second Screen enables tablets and smartphones to be easily integrated into the digital signage network. Hence, kompas is exceedingly well equipped to cope with the requirements placed by the market on a modern and integrated digital signage communication strategy."

Core features of the kompas digital signage software

- Content with HTML5 (templates)

- Comprehensive control of displays, networks and content

- Control of video walls and split-screen editor

- Comprehensive rights management

- Interactivity

- Interfaces to databases and ERP systems

- Proof Of Play

- Rule-based booking

- Second Screen

- Comprehensive rollout and service management

Further information on the features of the kompas digital signage software solution is available online: kompas Digital Signage product website

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 5,500 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, 2011 and 2015. 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, Stockholmsmässan, Messe Stuttgart, Reed Exibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 50 employees currently work for dimedis.
For more information please visit: **www.dimedis.eu** or blog.dimedis.de

786 words / **5124** characters

Press contact

Ibrahim Mazari	dimedis GmbH
Head of PR	Dillenburger Street 83
imazari@dimedis.de	51105 Cologne
+49 (0) 221 – 921 260 52	Managing Director: Wilhelm Halling
+49 170 – 1895790 (mobile)	