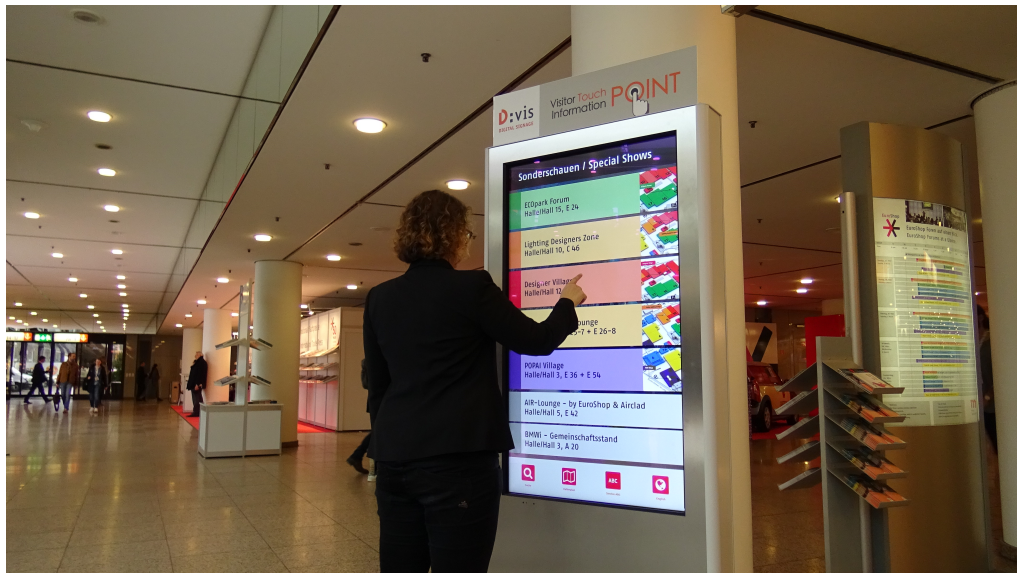


Best Case: D:VIS information columns at Messe Düsseldorf

Digital signage and digital wayfinding for trade fairs and events: D:VIS information columns at Messe Düsseldorf



The D:VIS information columns at Messe Düsseldorf present classic digital signage in connection with digital wayfinding. (Source: Messe Düsseldorf)

About Messe Düsseldorf

With more than 20 leading national and international trade fairs, Messe Düsseldorf is one of the world's leading trade fair locations. In Düsseldorf approximately 32,000 exhibitors present their products to 1.6 million trade visitors every year. In 2016 a total of 31 trade fairs and exhibitions took place on an exhibition space totalling 307,000 square metres, including 252,000 in 19 exhibition halls. As part of a comprehensive modernisation process, an additional exhibition hall and a southern entrance hall will be added to the exhibition grounds by 2019. The company's global network comprises sales offices in 137 countries (74 foreign representatives) and competence centers in 8 countries, making it one of the world's most important trade fair organisers.

D:VIS for advertising and digital wayfinding at trade fairs and events

For a long time Messe Düsseldorf used dimedis's company and product database KATI to provide trade visitors with an overview of the entire exhibitor structure of the current event as well as their products. Over the years KATI evolved from a simple self-service terminal into a modern touchscreen information column. However, the user interface and the underlying database remained the same. This visitor information was supplemented by the exhibitors' conventional print advertising. As this form of information was not particularly interactive and difficult to update, dimedis replaced the KATI system with the new D:VIS (Digital Signage Visitor Information System) within the scope of a comprehensive modernization process.

A total of 32 interactive digital-signage columns have been installed in the North, East and South Entrances and in all the exhibition halls to provide the visitors with all information about ongoing trade fairs. The system combines digital signage with a trade fair's exhibitor and product database and can also transfer all content to smartphones, tablets and desktop systems. The advertising and information contents on the D:VIS columns are controlled by *kompas*, the digital-signage software solution from dimedis. In addition, the system was supplemented by a digital wayfinding software. Thus, for the first time the trade fair visitors have the option of using interactive wayfinding to find a specific trade-fair booth or other points of interest such as restrooms or food stalls as quickly as possible.

In the sleep mode the D:VIS columns' 55" multi-touch displays shows multimedia content and exhibitor advertising. The control by *kompas* enables videos, HTML5 animations, social-media feeds from Twitter and Instagram or weather forecasts and information on public transport to be displayed, for example.

If the columns are activated by touch, trade fair visitors can call up comprehensive information about the event, the exhibitors and their products using various search options. The visitor gets a general

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overview in the interactive hall plan including the exhibitor on each booth.

Requirements on design and technology

Due to the improved responsive architecture, Kompas now also provides the option to transfer all information about an exhibitor and its location, for example, via QR code. This allows the visitors to access the information on the move and hence have a better orientation. In addition, the D:VIS columns inside the exhibition halls are equipped with a printer to allow all information to be printed out directly.

Werner M. Dornscheidt, chairman of the board at Messe Düsseldorf, talking about the using of D:VIS information columns:

"To date, no other German trade fair company uses a comparable digital-signage system. With the 32 new information columns, together with dimedis we have created an interactive touchpoint for the visitors that allows them to inform themselves quickly and straightforwardly about exhibitors, products, events and service at the trade fair. The information from the databases and the interactive hall plan can now be transferred effortlessly to the customers' mobile devices and thus makes it significantly easier for them find their orientation on the exhibition grounds."

All the advantages at a glance

- Digital signage columns with digital wayfinding to provide the trade fair visitors with comprehensive information
- Attractive multimedia exhibitor advertising in the sleep mode
- Option of transferring information to mobile devices or desktop systems

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