

dimedis presents visitor information system kompas info

On the 16th of March 2011, a new shopping centre, the "Schlosshöfe", has opened up in Oldenburg city. The centre, which was planned and built by ECE, offers about 12,500 sqm of sales floor for 90 shops, a market hall and several service providers and culinary establishments. The "Schlosshöfe" is also host to a product developed by dimedis: The visitor information system kompas info.

kompas info is based on the award-winning digital signage solution kompas, once again proving its flexibility and adaptability to a wide range of applications. The focus of kompas info lies on interactive information terminals, allowing visitors of the shopping centre to browse the available shops and get directions to their desired destination.

Interaction with the kompas info terminals happens using a touchscreen. What makes kompas info special is the LogoCloud, specifically designed by dimedis for this project. The LogoCloud displays icons representing each shop of the centre in form of an animated cloud. Visitors can touch any logo, at which point the rest of the cloud dims out and the shortest route to the selected shop is displayed in form of an animated line.

Each kompas info terminal calculates the route depending on its own position and the direction in which it is facing. This means that individual terminals can be freely moved around the shopping centre and be placed at any desired location.

As an alternative to the LogoCloud, visitors can also enter search terms using an on-screen keyboard. The search not only supports the names of shops and brands, but also offers keywords that can be freely attributed to any shop. For instance, people looking for "biscuits" will get a list of all bakeries in the centre; someone searching for "vacations" will be shown the route to the next travel agent and so forth.

The kompas info system is constantly learning. When users search for terms that are not yet contained in the database, kompas info evaluates these terms and adds them to its repertoire in no time. This turns the

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system into an important source of information for it's operators: What are customers searching for? Which are the most popular shops and products? kompas info not only assists visitors in finding the right shop easier and more quickly – it is also a valuable tool for marketing and customer management purposes.

dimedis looks back on more than ten years of experience with visitor information systems. kompas info with its unique visitor interaction and guidance is a highly flexible product that can quickly be fitted to any kind of building and floor plans. Changes in sales floor layout, the location of shops and such can be implemented quickly and easily.

<http://www.schlosshoefe-oldenburg.de/>

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