

Media Release – for immediate release

## **Digital signage and visitor management: dimedis will be presenting solutions at BEST OF EVENTS INTERNATIONAL**

**International specialist trade fair for the events industry in Dortmund, Germany – dimedis with own booth – kompas and FairMate on the spot – Latest version of FairMate Mobile Entry**

Cologne, December 18, 2015 – On January 20 and 21, 2016 the international trade fair for event marketing, [BEST OF EVENTS INTERNATIONAL](#), will again be held in the Westfalenhallen in Dortmund. [dimedis](#) will also be taking part and will be presenting [kompas](#) solutions for digital signage on its own booth. In addition, [FairMate](#) – the entrance and visitor management solution for trade fairs and events – will be presented. During the trade fair the focus will be on the latest version of [FairMate Mobile Entry](#) and also on [FairMate Entry](#). Visitors to the trade fair will also be able to get a feel for the latter under real-life conditions: the entire entrance and visitor management at BEST OF EVENTS INTERNATIONAL will be controlled by FairMate.

On the dimedis booth visitors will be able to use kompas to test the latest developments in interactive digital signage at the POS. A special focus will be on video walls and interactive applications such as wayfinding systems for trade fairs and shopping malls.

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Furthermore, FairMate – the visitor management solution for trade fairs and events from dimesis – will be presented at BEST OF EVENTS INTERNATIONAL.

The BEST OF EVENTS INTERNATIONAL is one of the most important specialist trade fairs for the events industry and serves as a meeting place for experts in the business communication, live marketing and events services sectors.



*FairMate Entry in use. The system will be used at BEST EVENTS INTERNATIONAL to control admission.*

Patrick Schröder, Head of Digital Signage at dimedis, said the following about the upcoming trade fair: "We always look forward to presenting our award-winning software solutions kompas to interested visitors on the spot. Especially the interactive solutions such as digital wayfinding offer the

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organizers of events and trade fairs a huge number of different corporate communication options, which we are able to present to our visitors in a practical setting."

Klaus Friedrich Meier, Head of Trade Fair Solutions at dimedis, stressed the relevance of the trade fair: "The Messe Westfalenhallen GmbH has been a satisfied customer for years now. So now we are really thrilled that the organizer of BEST OF EVENTS INTERNATIONAL is also using our FairMate Entrys. In less than half a second FairMate Entry combines ticket scanning, badge printing and admissions counting in one device. Besides presenting FairMate under real-life conditions, we would also like to show the visitors to our booth our flexible all-round FairMate visitor management and entrance system, including new features such as the updated mobile entrance solution FairMate Mobile Entry 3.0. We are looking forward to meeting lots of interested visitors."

## **dimedis at BEST OF EVENTS INTERNATIONAL 2016**

What: [dimedis booth](#)

Where: Westfalenhallen Dortmund, booth number 4.E08

When: January 20 and 21, 2016

### **Nützliche Links:**

- » [Website BEST OF EVENTS INTERNATIONAL](#)
- » [kompas website](#)
- » [FairMate website](#)
- » [dimedis booth at BEST OF EVENTS INTERNATIONAL](#)

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### **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 Exhibitions 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](http://www.dimedis.eu) or [blog.dimedis.de](http://blog.dimedis.de)

### **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 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 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.

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

### **About FairMate**

The FairMate family of products offers intelligent customer relationship and visitor management for trade fairs, conventions, events and exhibitions of all sizes. The FairMate range of products revolves around a central database and includes an online shop, a mobile shop, Passbook ticket support and tools for data analysis as well as cash registers, self-service counters and visitor admission terminals on site. FairMate covers every aspect of visitor management: Online ticket sales, fast admission on site and comprehensive statistical data at any given time.

FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Messe Stuttgart, Westfalenhallen Dortmund and Koelnmesse rely on FairMate.

For more information please visit: » [www.fairmate.eu](http://www.fairmate.eu)

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