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NeuerMarkt shopping mall with digital wayfinding from dimedis

Digital signage with wayfinding from dimedis – A total of four double-sided columns installed – kompas wayfinding and digital signage with kompas

Cologne, August 11, 2016 - The [NeuerMarkt](#) shopping mall in Neumarkt, Germany surprises its guests with interactive columns and a digital wayfinding system. To ensure that visitors do not lose sight of the big picture when browsing in a total of 44 shops spread over three floors, the entire arcade was equipped with a digital guidance and orientation system. The general contractor responsible for the installation was [S\[quadrat\] GmbH](#) from Schwanstetten, Germany, with support provided by the Cologne-based software company [dimedis](#). The shopping mall, which is run by the Max Bögl Group, relies on the digital signage software solution [kompas](#) and the wayfinding system [kompas wayfinding](#).

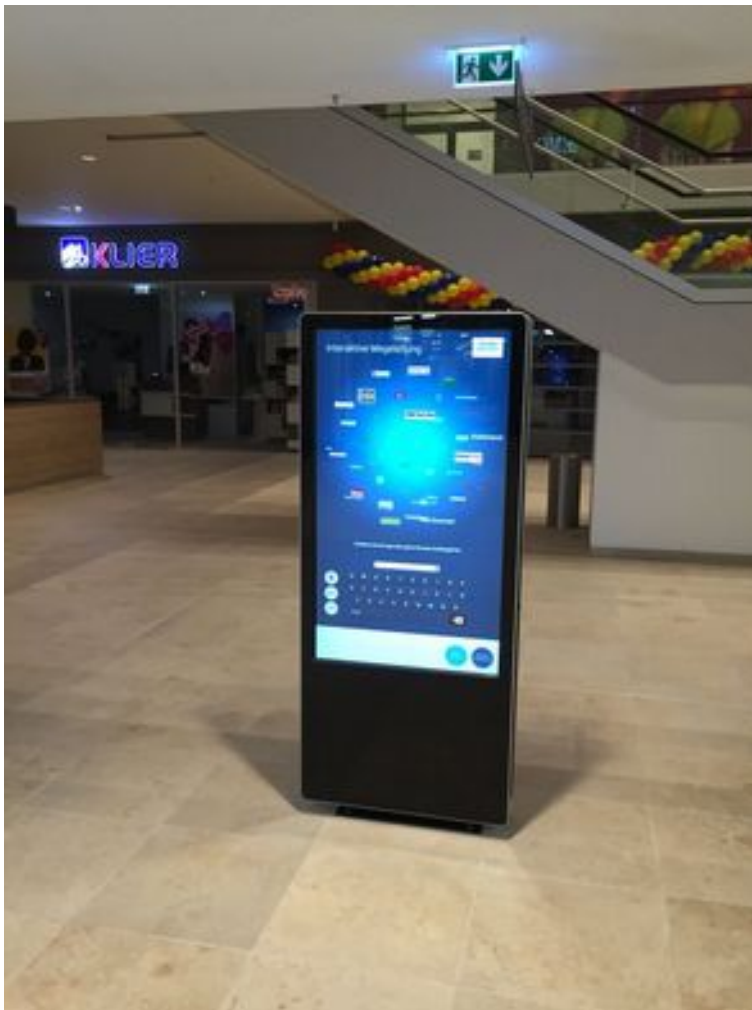
On the first two floors four double-sided touch-sensitive interactive columns were installed, which become interactive kiosk systems thanks to kompas wayfinding. During normal operation the columns display content such as advertising, weather forecasts or general information, for example what's on at the movies. When touched, the column changes to the interactive mode. A rotating logo cloud and an input field for kompas wayfinding appear, allowing the user to call up the route to their desired destination. In addition, the user can access a site plan to get a quick general overview of the

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shops. By simply touching the screen, the user can display the shops either according to business category or alphabetically.

A video illustrates the user interface on the spot:

<https://youtu.be/G3kjmBptwdM>



kompas in use: the double-sided columns are the result of a cooperation with S[quadrat] GmbH (source: dimedis)

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their desired destination. The rotating logo cloud simplifies this process, as the wayfinding function can now be activated by simply selecting a logo. The search queries are documented and can be evaluated using the integrated market research tool. We chose kompas because it allows us to manage digital signage networks with ease. The size of the network is not important here: it could consist of just a few individual players or it could be a supraregional network."



Searching intuitively using the logo cloud (Quelle: dimedis)

How the kompas digital wayfinding system works is explained in simple terms in a video on YouTube: https://www.youtube.com/watch?v=KlbowR_81_Y

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Important Links:

- » [Website Kompas](#)
- » [Website Kompas Wayfinding](#)
- » [Website Squadrat](#)
- » [Website NeuerMarkt](#)
- » [Printable pictures of content and totems](#)
- » [Video of the functioning of the stele \(YouTube\)](#)
- » [Video of the functioning of Kompas Wayfinding](#)

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.

Further information: www.kompas-wayfinding.com

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

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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, Stockholmässan, 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 or blog.dimedis.de

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