

PRESS RELEASE – For immediate publication

## **VISCOM 2016: dimedis is presenting interactive digital signage and rental information columns for events and trade fairs**

### **Digital signage in the retail sector: Bosch Experience Zone – Interactive digital signage for shopping malls – dimedis is presenting new touch-sensitive rental information columns – Presentations during the events program**

Cologne, September 20, 2016 – At this year's specialist trade fair for visual communication, technology and design, [viscom](#) in Frankfurt, [dimedis](#) will be presenting the latest developments in the world of interactive digital signage at the POS. Special emphasis will be placed on interactive applications such as wayfinding systems for shopping malls as well as the shop-in-shop solution "Bosch Experience Zone", with which dimedis won the viscom Digital Signage Best Practice Award 2015. The absolute highlight: dimedis will be presenting the new touch-sensitive rental information columns.

From November 2–4 dimedis will be presenting the multiple award-winning digital-signage system [kompas](#) as well as the wayfinding system [kompas wayfinding on its own booth](#) (Hall 8, D33–5). Information columns from shopping malls and other concrete applications will provide the visitor on the spot with an insight into what kompas digital-signage software can achieve. In addition, dimedis will be presenting the topic "Smartphones and tablets at the POS – Controlling digital signage with mobile devices!" in the "Lunch&Learn" practice workshop to provide the visitor with more detailed information. Another presentation by the founder of dimedis, Wilhelm Halling, will be devoted to how it is used in the

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Abu Dhabi Mall.

**World première: the new touch-sensitive rental information columns**

dimedis will be presenting the new rental information columns for the first time at a trade fair. Together with our partner Basys, dimedis offers a comprehensive solution for trade fairs, events and congresses at which the organizers would like to use touch-sensitive information columns. The columns are equipped with a 55-inch touchscreen. Besides the hardware, the service includes the complete implementation with the digital-signage software *kompas* and the digital route-planning software *kompas wayfinding*. The information columns can be laminated with customized films to the customer's specification. dimedis also supports its customers with editorial-administration and content-creation services.



### **Bosch Experience Zone**

The Bosch Experience Zone is an innovative shop-in-shop project for DIY superstores. Its main objective is to create a brand island in which the customers receive information and inspiration and are able to try out products in a practice-oriented environment. The Bosch Experience Zone adopts a holistic approach and integrates interactive digital signage into modern shopfitting. As an eye-catcher in the Experience Zone, the terminal boosts customer loyalty and encourages customers to make purchases and interact using a touchscreen. Besides providing value-added in the form of

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information, the terminal also moves the Bosch products to the forefront of the customers' interest. With 23 languages available, the user interface can be used flexibly around the world, the information gathered can be printed out and taken away, and information can be transmitted to a smartphone using the QR code. Besides having a sophisticated search function, it can also be used to create favorites lists and to scan products directly at the information terminal.



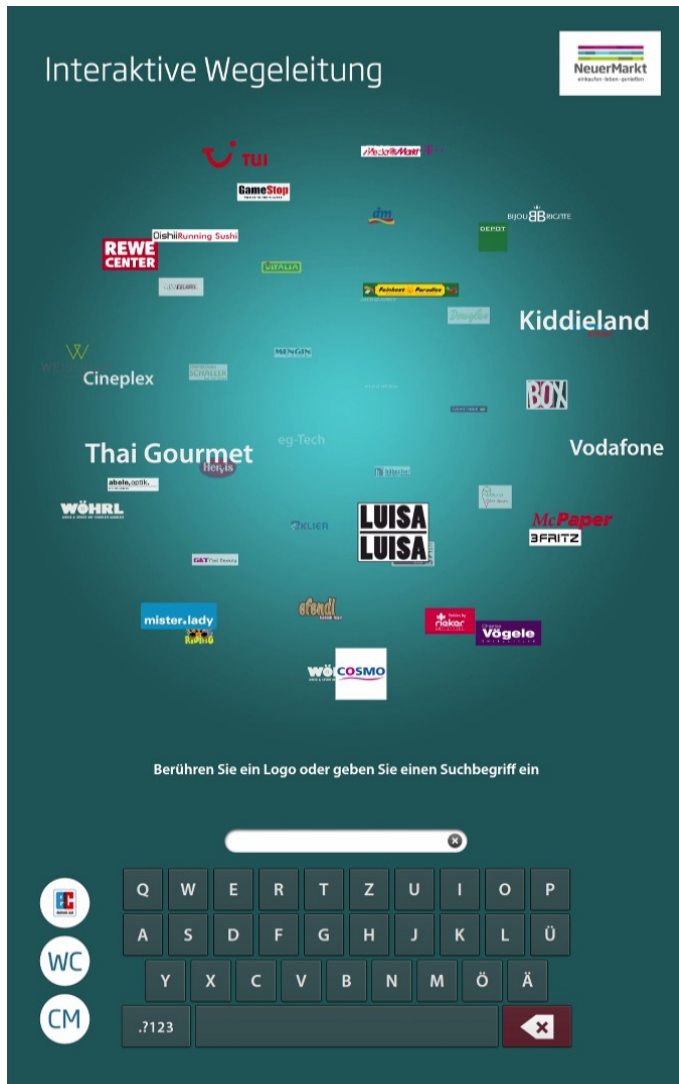
*Interactive terminal of the Bosch Experience Zone*

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### **Wayfinding on the dimedis booth**

As yet another highlight, dimedis will be presenting *kompas wayfinding* on an interactive column like those used at the Abu Dhabi Mall or the NeuerMarkt shopping mall in Germany. On the dimedis booth, visitors to viscom will be able to try out the wayfinding solution for trade fairs and shopping malls for themselves.

*kompas wayfinding* is an intuitive and intelligent wayfinding system. The interaction with *kompas wayfinding* takes place via a touchscreen. *kompas wayfinding* documents all the users' actions and search requests anonymously and thus serves as a permanent survey tool. The heart of this system is the intuitive LogoCloud:



Intuitive logo cloud from kompas wayfinding (source: dimedis)

## Lunch&Learn workshop

On Wednesday, November 2 from 13:00 to 14:00, the Head of Digital Signage, Patrick Schröder, will be holding a workshop during the viscom events program as part of the "Lunch&Learn" event series. Topic: **"Smartphones and tablets at the POS – Controlling digital signage with mobile devices!"**. The "Lunch&Learn" workshop will be held in hall 8 in the "Speakers

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Corner / World of Inspiration". Further information and registration is available [here](#).

### **Presentation of the Abu Dhabi Mall**

dimedis's founder, Wilhelm Halling, will be presenting the digital wayfinding solution installed at the Abu Dhabi Mall on Wednesday, November 2 as part of the Pecha Kucha presentations in hall 8 (World of Inspiration, A22). Under the title **Digital wayfinding for shopping malls – Service and market research tool for the POS**, Mr. Halling will be demonstrating an intuitive and intelligent wayfinding system, with which the user interacts via a touchscreen. The presentation will deal with how the shopping mall operator can profit from this system, which documents all actions and search queries performed anonymously and is thus a perpetual survey tool.

### **Invitation**

Get to know the latest developments in the world of digital signage from dimedis at viscom and arrange a meeting with our Managing Director, Wilhelm Halling, and the Head of Digital Signage, Patrick Schröder.

We would welcome the opportunity to show you our state-of-the-art kompas digital-signage and wayfinding systems and explain our strategy for the future.

### **dimedis at viscom 2016**

**What:** [dimedis booth](#)

**Where:** Messe Frankfurt, Hall 8, Booth D33-5 (digital retail space)

**When:** November 2–4, 2016

#### **Useful Links:**

» [Arrange a personal appointment](#)

» [viscom website](#)

» [Printable photo Patrick Schröder](#)

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- » [Printable photos Bosch Experience Zone](#)
- » [Printable photos wayfinding](#)
- » [kompas website](#)
- » [Floorplan](#)

### **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](http://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 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 60 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)

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