

**PRESS RELEASE** – For immediate publication

## **New kompas version: stronger integration of the POS**

**The latest version of kompas is on the market – New feature, kompas POS.Pointer, integrates interactive digital signage into the POS – Numerous improvements included such as a mobile version of kompas**

Cologne, March 21, 2017 – The retail trade is facing huge challenges coping with the digital transformation. With the new version of the digital-signage software solution kompas, dimedis has introduced new functions that are especially useful for the retail trade and communication at the POS. With kompas POS.Pointer, dimedis has integrated interactive digital signage into modern shopfitting. When a user selects a product on the column or an interactive kiosk system, the product is illuminated in the adjacent shelves. It also works the other way round: the customer can scan in the product via the barcode and the relevant data such as price, availability, accessories or alternative products is displayed on the digital-signage screen. With version 8.0.20 of kompas, dimedis has introduced additional features such as a mobile version of kompas in order to receive status displays or to improve the integration of audio.



*New feature: kompas POS.Pointer – digital solutions for the stationary retail sector  
(source: Jennifer Pitton/ dimedis)*

Patrick Schröder, Head of Digital Signage at dimedis, talking about the new version of kompas: "It is no longer possible to imagine the retail trade without digital signage. Besides being used for advertising purposes, interactive applications also serve as a bridge between stationary and online retail outlets. kompas provides everything you need to combine merchandise management and the online shop. With kompas POS.Pointer, we have enhanced our software with direct control of a physical medium on the shelf, i.e. the seamless integration of interactive digital signage with modern product presentation on the shelf. If the user selects a product on the column, the product is lit up on the adjacent shelf. The user can now try out the product and put it into his shopping basket straight away. Moreover, kompas is the ideal tool with which to manage dynamic content and the digital-signage network."

## **Further highlights of the new Kompas version 8.0.20**

- **Kiosk:** Hardware support for jog dials to control Kompas player & kiosk menus. A jog dial is a control element on electronic equipment in the form of a wheel that can be rotated with the finger.
- **Booking:** Display of spots that have already been played in the playlist dialogue and deletion of these spots via a context menu.
- **As the first function of our Mobile First strategy,** we have expanded the smart.desk plug-in: Status display of a Kompas player on the smartphone by scanning a QR code that can be affixed to the player or the monitor housing.
- **Player:** Standard screen configuration templates (Full HD portrait/landscape).
- **Audio:** Improved integration of content control into the Kompas user interface.
- **Safety:** Flash plug-in deleted from the Kompas user interface and improved login.

This video explains how Kompas works:

<https://youtu.be/tbeLxqgt4-M>

### **About Kompas**

Kompas® s, 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 6,500 players in Germany with over 12,000 screens 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)

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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, Hamburg Messe und Congress, 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)

**767** words / **4903** figures

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