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## **Messe Dortmund, the trade fair centre in the Germany city of Dortmund, inaugurates new North Entrance and relies on kompas digital signage**

**North Entrance of Messe Dortmund opened – Expansion of the digital-signage network – 15 additional digital-signage installations above the reception counters – kompas for wayfinding and dynamic counter display – kompas digital signage controls the entire network**

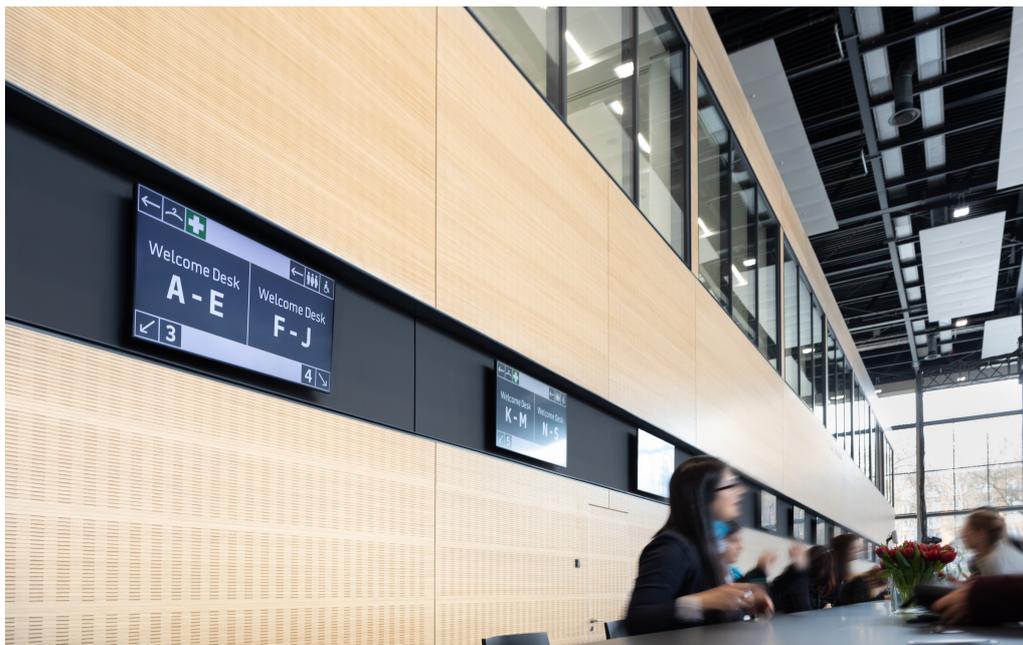
Cologne, April 17, 2019 – At the end of March [Messe Dortmund](#) opened the new entrance to the exhibition centre in the presence of 400 invited guests. With a large transparent hall covering 4,500 square metres, the new entrance at Messe Dortmund is a veritable eye-catcher, as are the 15 new monitors above the reception counters. Messe Dortmund is thus expanding its existing digital-signage network. The digital-signage software solution [kompas](#) from [dimedis](#) controls the digital-signage network in the new North Entrance for the trade fair visitors. Special highlight: Messe Dortmund is using the split-screen editor module in kompas to display different content on the screen: areas with dynamic, bespoke content and other permanently visible, mainly static information that helps the visitors orientate themselves. There are thus fixed sections – such as the counter numbers or information about restrooms and cloakrooms – and variable sections that are used to identify the individual counters and thus guide different visitor target groups quickly and clearly to the correct counter. Trade fair visitors thus recognize the best counter from a distance as soon

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as they enter the entrance area and can familiarize themselves with the new design of the wayfinding system at Messe Dortmund. Answers to questions such as “Where is the next restroom?” or “Where is the cloakroom?” are easily given on the digital display behind the maximum of 30 available counters during the short waiting time. kompas provides Messe Dortmund with the flexibility to dynamically control the number of counters required for voucher holders, VIPs, media representatives, exhibitors and visitors with group tickets, and thus guarantee quick and smooth processing.

The use of 55-inch screens from Philips in landscape format with 700 candelas offers the ideal brightness for the light-flooded room. These can be installed and replaced extremely quickly thanks to the extendible bracket. In addition, with the display control from kompas, the displays are only switched on when they are really needed. This not only reduces the power consumption, but also increases the service life of the displays.

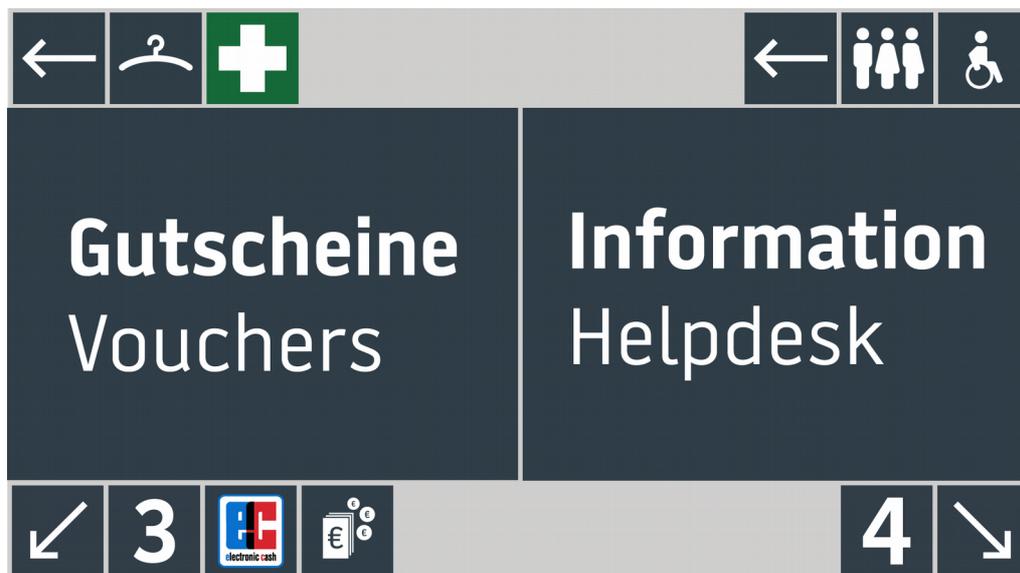
A further expansion of digital wayfinding with kompas is planned for this year.



*Messe Dortmund with new entrance and even more digital signage (source: Messe Dortmund)*

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Messe Dortmund already uses kompas in the [congress center](#), in the Mercure Hotel Dortmund Messe und Kongress and in the exhibition halls for the digital menu boards in the restaurant areas. Messe Dortmund has been relying on kompas since 2008 to control the total of 100 digital-signage installations on the entire exhibition grounds.



*Messe Dortmund communicates the most important information in the reception area using the split-screen editor from kompas (source: dimedis)*

Patrick Schröder, Head of Digital Signage at dimedis, talks about the new digital-signage project at Messe Dortmund: "Nowadays it is no longer possible to imagine a trade fair that doesn't use digital signage. We are proud to be supporting the digital transformation at Messe Dortmund with kompas and also that we were able to take part in the inauguration of the new North Entrance. kompas is the ideal tool with which to manage dynamic content and the digital-signage network. The use of networked screens has many advantages for trade fairs. It is a reliable method to impart the most important information."

#### **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

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Signage users an intuitive interface built around drag-and-drop usability. More than 7,800 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)

**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, 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 70 employees currently work for dimedis.

For more information please visit: [www.dimedis.de](http://www.dimedis.de)

**855** Words / **5630** Figures

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