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EuroShop 2020: dimedis presents digital and innovative smart retail solutions

Digital signage in the retail sector with Kompas – Kompas strengthens the shop-customer communication – Big data and digital signage – Control intelligent marketing campaigns with Kompas – Use of RFID at the POS – Kompas Satellite: door signage and low-price entry-level solution for the POS

Cologne, 02 January 2020 – At the world's leading trade fair for the retail sector, [EuroShop](#) in the German city Düsseldorf, [dimedis](#) will be demonstrating the use of digital displays and wayfinding systems for retailers as well as presenting important innovations and trends in the field of smart retail. From February 16–21, 2020 dimedis will be presenting the multi award-winning digital-signage software [Kompas](#) as well as the completely revamped wayfinding software [Kompas Wayfinding](#) on its [own booth \(Hall 1, Booth C96\)](#). Visitors to EuroShop will learn on the spot how Kompas digital signage helps them strengthen the communication with the customer. Another central issue: an intelligent digital-signage strategy on the basis of big-data analyses. This enables Kompas to control targeted digital-signage campaigns through automated algorithms in order to actively promote products and thus efficiently manage inventory thanks to smart stocking. At the trade fair, dimedis will be demonstrating on the basis of concrete examples how the number of cancelled sales are reduced using digital-signage applications and how the advantages of online retailing will also be adopted in the brick-and-mortar retail sector. Special functions that will be presented at EuroShop comprise interactive applications such as a new wayfinding system for shopping malls, digital signage and RFID,

and the seamless and simple integration of all screens and digital door signs into digital signage. With *kompas* Satellite, digital-signage screens no longer require a built-in player to play and display booked content. This solution is perfect for the POS, offering a low-price option for simple applications. *kompas* Door Signage represents an all-in-one-solution for meeting rooms and door signs and is part of *dimedis GmbH*'s smart building strategy.

Patrick Schröder, Head of Digital Signage at *dimedis*, talks about the exhibition at EuroShop: "EuroShop is the world's leading trade fair for the retail sector. With *kompas*, we want to demonstrate that, besides information and inspiration, today's digital signage must offer more, namely a clear-cut increase in added value. With smart stocking, for example, goods can be promoted actively and by means of automation using *kompas*. This helps the retailers effectively and increases their profits. With *kompas*, we provide solutions for the entire customer journey. From advertising and emotional videos and photos to wayfinding to project configuration to the integration of smartphones and RFID. We will be presenting these concrete applications at EuroShop."

Visitors to EuroShop will be able to test the latest version of the award-winning software themselves and, in particular, get to know the features that are relevant to the POS.

***kompas* RFID**

On display for the first time at our booth: the integration of RFID at the POS. *kompas* starts playing the content the moment the customer takes the product off the shelf. The screen can then display additional information or start a video in order to increase the customer's desire to own the product. An ideal tool with which to display products in a spectacular fashion at the POS and to support sales. With our Austria-based partner [Peakmedia](#), we have already been able to successfully support a specialist sport shop in Austria with this technology.



kompas RFID: kompas starts playing the content the moment the customer takes the product off the shelf (source: Peakmedia)

kompas feature: "kompas Satellite"

With kompas Satellite, digital-signage screens no longer require a built-in player to play and depict booked content; instead, this is streamed in real time via the connected network. This enables various monitors in the network to be controlled, irrespective of their format. This solution is perfect for the POS, offering a low-price option for simple applications.

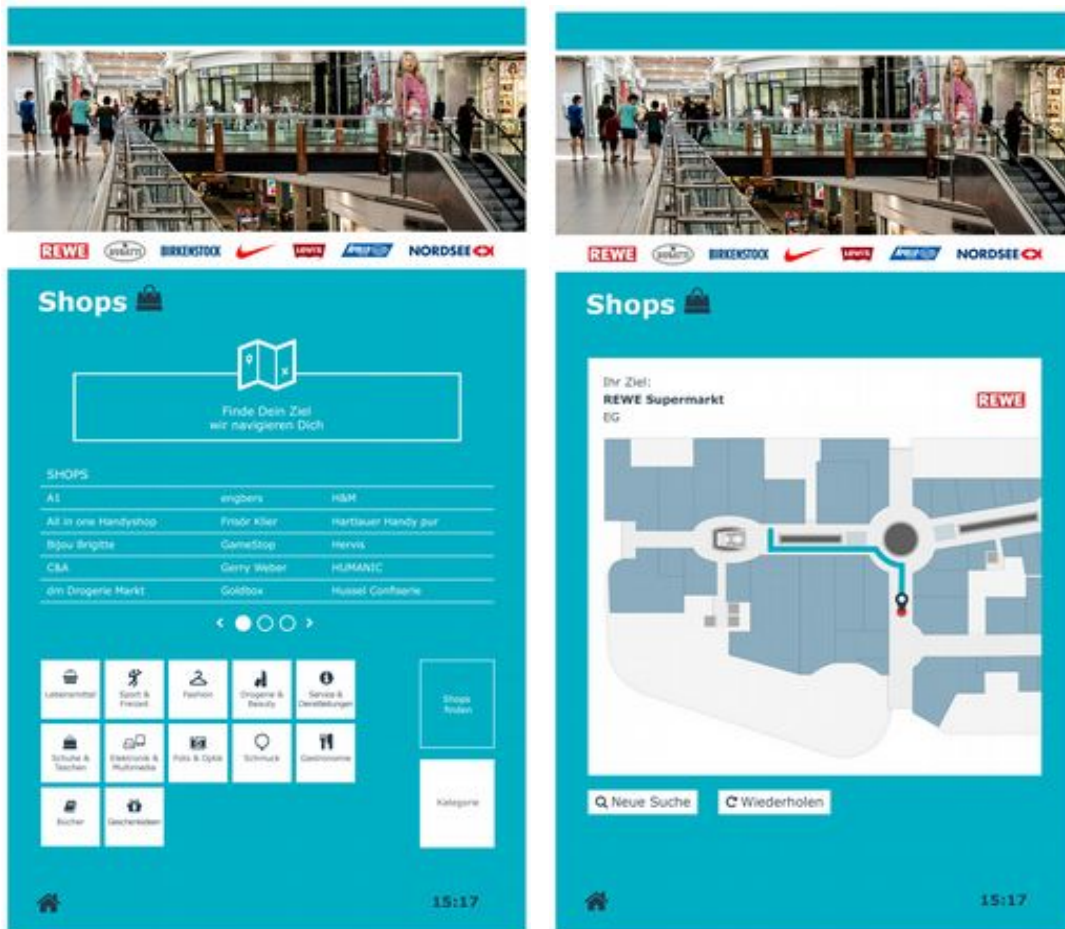
The most important feature here is that the player does not save the content locally but rather that kompas streams content such as pictures, videos or HTML content from a so-called hub live to the corresponding end device.



Kompas Satellite controls various small screens and e-ink devices that do not have their own mini PC (source: dimedis)

Completely revamped wayfinding on the dimedis booth

As a further highlight, dimedis will be presenting a world première: the latest version of [Kompas Wayfinding](#) on a column dazzles through the comprehensive use of HTML5 for the very first time as well as its new design. The visitor to EuroShop can try out the wayfinding solution for a shopping mall. Kompas Wayfinding is an intuitive and intelligent wayfinding system. The interaction with Kompas Wayfinding takes place via a touchscreen. The software documents all the users' actions and search requests anonymously and thus serves as a permanent survey tool.



Completely revamped wayfinding from kompas (source: dimedis)

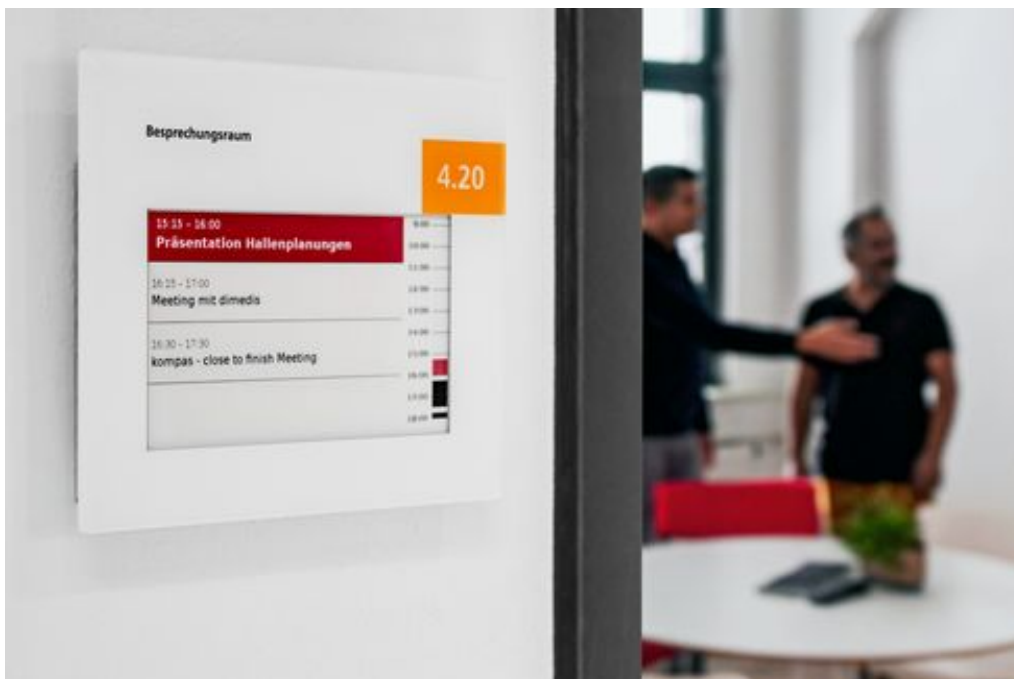
kompas Door Signage

With kompas Door Signage, simple e-paper labels are transformed into digital-signage door signs for clear depiction of appointments and room occupation. Using a state-of-the-art HTML5 template architecture, there are no technological limits to how information is graphically presented on the e-paper labels. In addition, corresponding interfaces ensure that the data is up to date at all times. The e-paper labels used are battery-powered and stand out due to the high-contrast image, whereby current is only consumed when the displayed content changes. This results in a battery life of up to five years. As the e-paper labels are updated via WLAN, no cables are required. This makes them an ideal solution for use as flexible digital door signs. They are thus also ideal when retrofitting existing buildings. kompas Door Signage also provides you with a

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connection to all common calendar tools (e.g. Exchange and CalDAV). Mixed operation of conventional kompas players and e-paper labels is also no problem.

Together with its partner [simple](#), dimedis will be presenting custom-designed housings with scratch-resistant acrylic glass that can be screen-printed according to individual requirements. The housings can be installed in various ways – screwed to walls, attached to glass using suction cups, or mounted on ferrous surfaces using magnets.



kompas Door Signage: digitalize shelves, meeting rooms and door signs (source: dimedis)

Further information about the kompas functions can be found online here: https://www.kompas-software.com/en/Products/kompas_-_Digital_Signage_Software/kompas

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 6,500 players in Europe with over 12.000 screens are

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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

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, Stockholm, Köln, Hamburg und Stuttgart, the Messe Dortmund, Reed Exhibitions Germany, Bosch, Snipes, EnBW, Lanxess, BVB, HUESKER, Stadtwerke Karlsruhe, K+S and shopping malls like the Abu Dhabi Mall. More than 70 employees currently work for dimedis.

For more information please visit: www.dimedis.eu or blog.dimedis.de

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