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## **kompas wayfinding: Digital Wayfinding for Municipalities with Outdoor Columns**

**The City of Coventry and the non-metropolitan district of Rushmoor in England are rolling out double-sided, touch-sensitive interactive outdoor columns with the kompas wayfinding software from dimedis – In Coventry 16 double-sided columns have been introduced – a cooperation between the city council, local businesses and the tourist industry to modernize communication in the city**

Cologne, June 29, 2016 – Since the beginning of the year, the two English municipalities Coventry and Rushmoor have been profiting from a modern form of communication: [dimedis](#), together with its cooperation partner [One Digital Solutions](#) from Birmingham, has set up outdoor columns with double-sided, touch-sensitive 46" screens spread out at relevant locations within the inner ring road. These information terminals use interactive wayfinding from [kompas wayfinding](#) and [kompas](#). It covers businesses, local authorities, places of interest and museums, all of which can be located intuitively by the visitor via the logo cloud. In addition, kompas wayfinding allows the user to search freely for specific terms.

The kiosk mode provides further information such as nearby parking spaces, texts about places of interest, the nearest restrooms, restaurants, bus stops, bicycle stations, taxis, and events.

The absolute showstopper: the mobility mode. If this button is pressed, all the controls are lowered, also allowing wheelchair-bound persons to use the system. If the columns are not in use, they switch automatically to the digital signage mode with

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advertising. In Coventry 16 outdoor columns have been installed so far, and more are planned. In Rushmoor six 55" screens have been installed.



*kompas wayfinding in Coventry – digital wayfinding for a modern urban information system (source: dimedis)*



*Outdoor columns with touchscreen: wayfinding and information with kompas wayfinding*

Shemala Evans, project manager for Coventry City, comments: "With this project, we in Coventry are treading new ground with regard to customer communication: Citizens and guests gain access to our city, receive information about where to go shopping, where local authority offices are located and what places of interests our city has to offer. This project is a milestone and will attract attention

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well beyond the borders of Great Britain and show how city marketing, city administration, museums and local businesses can work together to shape the digital revolution in inner-city communication to the advantage of all parties and thus provide an enhanced service to the citizens and visitors."

Patrick Schröder, Head of Digital Signage at dimedis, also spoke highly of the innovative project: "We are very proud to be able to realize this trendsetting project together with our partner One Digital Solutions. The way in which Coventry and Rushmoor in central England are using digital signage and digital wayfinding to provide citizens and visitors alike with value-added is exemplary. The user finds all relevant information about the city intuitively using the kompas logo cloud, regardless of whether they want to find out about places of interest, local authority offices or businesses. The project serves as a beacon and shows how modern inner-city communication can be achieved using interactive outdoor columns. These examples will become a benchmark and thus convince other municipalities around the world. Germany in particular is still lagging behind, for example in the out-of-home sector, where columns with interactive applications could be installed."

#### **Important Links:**

- » [kompas wayfinding Website](#)
- » [One Digital Solutions](#)
- » [kompas wayfinding video](#)
- » [Printable photo of Patrick Schröder](#)

#### **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

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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](http://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 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, 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](http://www.dimedis.eu) or [blog.dimedis.de](http://blog.dimedis.de)

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