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EuroShop 2017: Interactive digital signage and rental information columns for retail outlets

Digital signage in the retail sector: Bosch Experience Zone – kompas POS.pointer integrates interactive digital signage into shopfitting – Interactive digital signage for shopping malls – dimedis is presenting new touch-sensitive rental information columns – Presentations during the events program

Cologne, February 21, 2017 – [dimedis](#) will be presenting the use of digital displays and wayfinding systems for the retail trade and the POS as well as interactive solutions for the POS, and rental information columns for events and trade fairs at the world's leading trade fair for the retail trade, [EuroShop](#) in Düsseldorf. Special emphasis will be placed on 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. A particular highlight at the trade fair will be the première of a new function in kompas: kompas POS.pointer integrates interactive digital signage into modern shopfitting. When a user touches a product on the column, the product is illuminated in the adjacent shelf.

From March 5–9, 2017 dimedis will be presenting the multi award-winning digital-signage system [kompas](#) on the [joint booth](#) (Hall 3 / H67) with its partner, Radio POS from Kiel, as well as the wayfinding system [kompas wayfinding](#), with whose help the concrete applications have been implemented on-site. Another topic at EuroShop will be the new [rental information columns](#) for events and the POS. EuroShop will also be using five information columns equipped with the kompas software on the exhibition grounds in

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order to provide the visitors with information about the exhibitors and to display advertising. During the events program at the trade fair, dimedis will be holding three presentations on the possible uses of interactive digital signage. These will deal with the topics gamification, the Bosch Experience Zone as Best Case for DIY superstores, and the advantages of digital wayfinding for shopping malls.

New kompas feature: "kompas POS.pointer"

dimedis will be presenting the seamless combination of interactive digital signage and modern product presentation on the shelf for the first time. 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. EuroShop visitors can test this function in the Bosch Experience Zone.

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 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

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to create favorites lists and to scan products directly at the information terminal.



Interactive terminal of the Bosch Experience Zone (source: dimedis)



The new feature kompas POS.finder combines interactive Digital Signage with a modern

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product presentation. When selected on the Bosch Experience Zone, the corresponding product is highlighted via LED. (source: dimedis)

Wayfinding on the dimedis booth

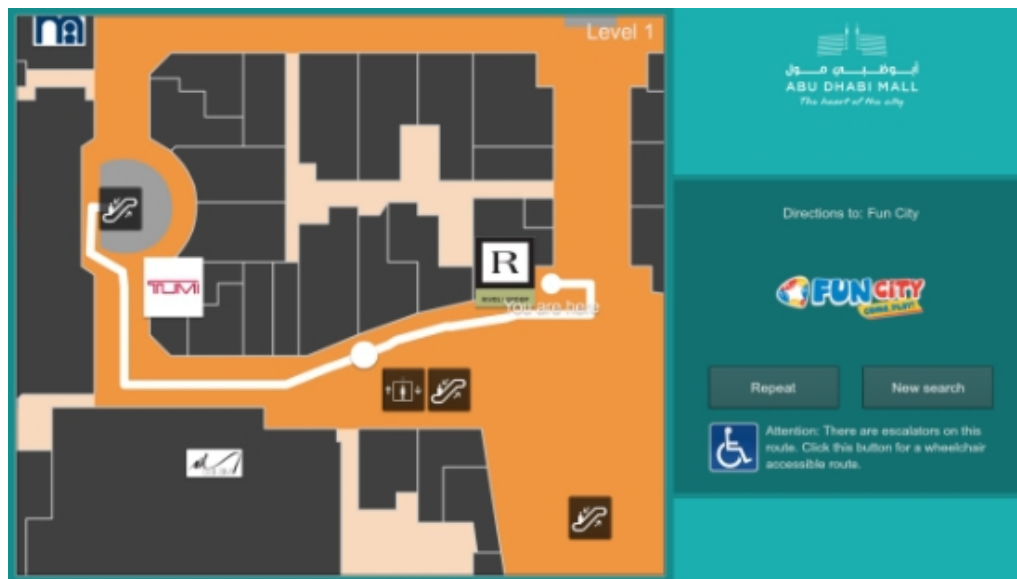
As yet another highlight, dimedis will be presenting kompas wayfinding on an interactive column like those used at the Abu Dhabi Mall or the NeuerMarkt shopping mall in Germany. On the dimedis booth, visitors to ISE will be able to try out the wayfinding solution for trade fairs and shopping malls for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

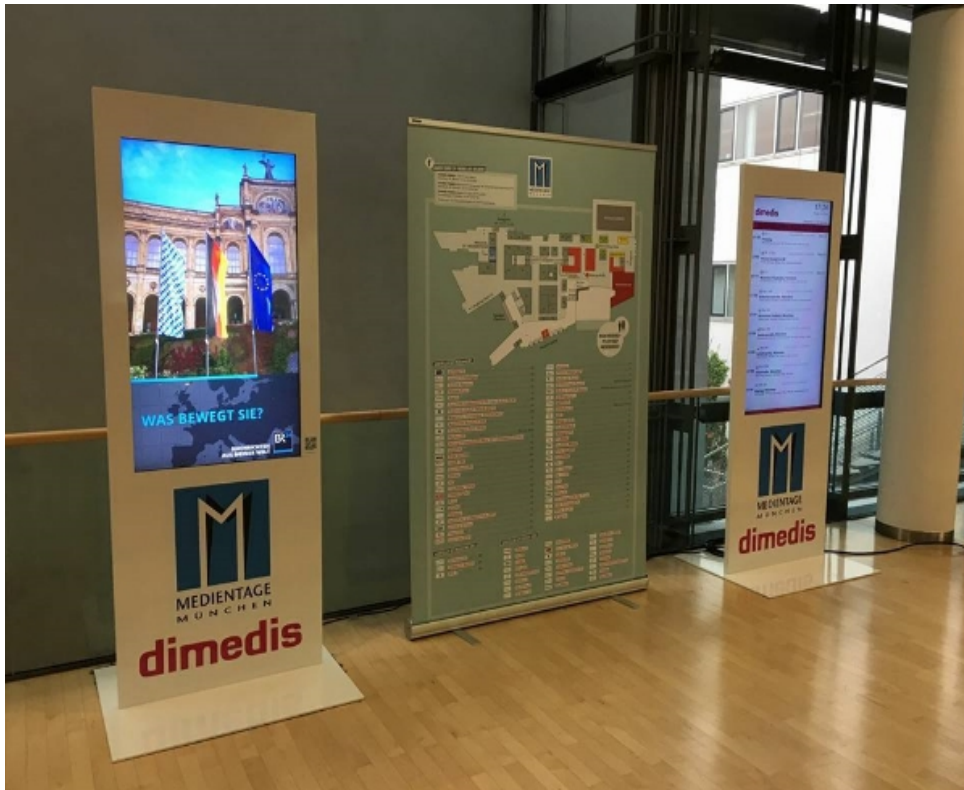
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Digital wayfinding in Abu Dhabi Mall with kompas wayfinding (source: dimedis)

New touch-sensitive rental information columns

Together with our partners [Basys GmbH](#) and [wedo sales GmbH](#), 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.



Rental information columns for trade fairs and events (source: dimedis)

Presentations

During the EuroShop trade fair, the EuroCIS Forum and the EuroShop Omnichannel Forum will be holding numerous presentations with practical examples. dimedis will be presenting three interesting topics:

1. Omnichannel Forum at EuroShop 2017

Monday, March 6, 2017 from 12:30 to 13:00:

"Bosch Experience Zone – Digital signage in the DIY superstore"

Khalid El-Boubsi, Project Manager for Digital Signage at dimedis GmbH

2. EuroCIS Forum

Tuesday, March 7, 2017 from 14:00 to 14:15:

"Making shopping a fun activity – interactive columns as a touchpoint for gamification"

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Ibrahim Mazari, Head of PR/Communication at dimedis GmbH

Wednesday, March 8, 2017 from 12.00 to 12:30:

"Digital wayfinding for shopping malls – service and market research tool for the POS"

Wilhelm Halling, founder and managing director of dimedis GmbH



Khalid El-Boubsi presents the award-winning Bosch Experience Zone (source: dimedis)

Invitation

Get to know the latest developments in the world of digital signage from dimedis at EuroShop 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.

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dimedis at EuroShop 2017

What: [dimedis booth](#)

Where: Messe Düsseldorf, Halle 3 / H67

When: March 5–9, 2017

Useful Links:

- » [Arrange a personal appointment](#)
- » [EuroShop website](#)
- » [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 VISCUM 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, 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 or blog.dimedis.de

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Kontaktperson für Presseanfragen

Ibrahim Mazari

Leiter PR/Kommunikation

imazari@dimedis.de

+49 (0) 221 – 921 260 52

+49 170 – 1895790 (mobil)

dimedis GmbH

Dillenburger Straße 83

51105 Köln

Geschäftsführer: Wilhelm Halling