

Media Release – for immediate release

## **Abu Dhabi Mall has deployed the digital wayfinding from dimedis**

**Abu Dhabi Mall in the United Arab Emirates has introduced digital wayfinding from dimedis – A total of 12 touchscreen terminals**

Cologne, July 28, 2015 – Since the beginning of July, twelve interactive touchscreen terminals have been in operation at [Abu Dhabi Mall](#) in the heart of the capital of the United Arab Emirates. The entire shopping mall has been equipped with a digital wayfinding system to ensure that visitors find their way among the 230 shops over four stories. [Fanna Technology](#), a local digital signage provider was supported by the software company [dimedis](#) from Cologne, Germany. dimedis installed its [kompas wayfinding](#) software solution on the spot.

The logo cloud developed by dimedis and an input field appear on the interactive information terminals, allowing the visitor to enter their desired destination. The route from the present location to the destination is then quickly calculated and displayed on the screen.

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For the first time dimedis has provided kompas wayfinding not only in English but also in Arabic. Besides using the intuitive



search function via logo cloud and the input mask, customers at Abu Dhabi Mall can also search for shops using a category list. It is the first dimedis project in the United Arab Emirates and a step forward towards more projects of kompas and kompas wayfinding in the GCC region.

*kompas in operation: Information terminal with digital wayfinding in Abu Dhabi Mall (source: dimedis)*

Karen Khlal, marketing manager at Abu Dhabi Mall, explained why kompas wayfinding was chosen: "We believe kompas wayfinding is the ideal navigation interface for our customers

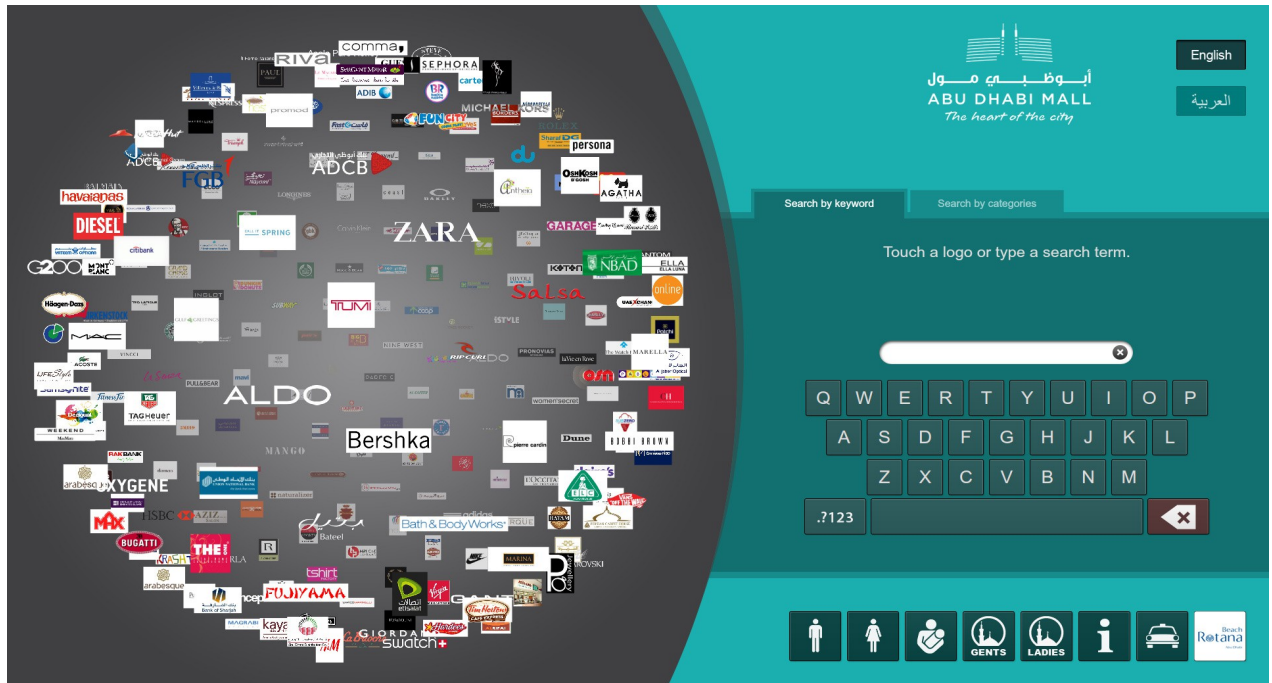
as it provides them with an instant and comprehensive overview of all the brands available through the 'logo cloud'. In addition, they can easily find what they're looking for by typing in key words or resorting to the search by category. Moreover, the system includes tools that allow us to monitor our customers search preferences and needs and thus, fine tune and update on a constant basis in order to optimize their shopping experience."

Abdulla Al Junaibi, Managing Director of Fanna Technology: "We liked the system straightaway. As can be seen by the very good references from companies such as mfi and ECE, kompas wayfinding from dimedis is a tried and true solution for shopping malls. We are really pleased with the Abu Dhabi Mall project and will now be able to promote it to other shopping malls in the region!"

Wilhelm Halling, founder and managing director of dimedis GmbH, also commented on the installation of the digital kompas wayfinding solution in Abu Dhabi: "We are really pleased that we were able to win Abu Dhabi Mall as a new customer working together with our local partner, Fanna Technology. kompas wayfinding is ideal for shopping malls, as the shop search function is intuitive, allowing each user to be guided simply and quickly to their desired destination. kompas wayfinding's special feature is the rotating logo cloud. This simplifies wayfinding, as it is now possible to simply select a logo in order to display the recommended route to the desired destination. The search queries are documented and can be

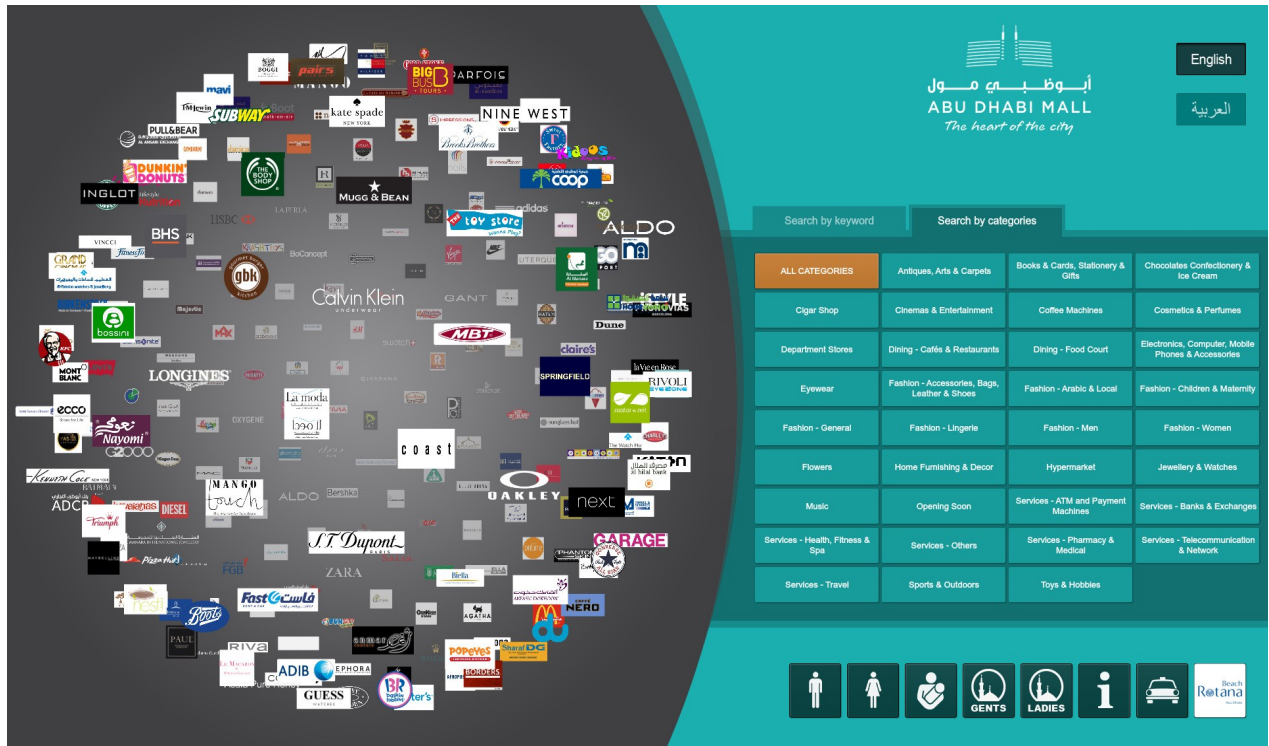
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evaluated using the integrated market research tool.”



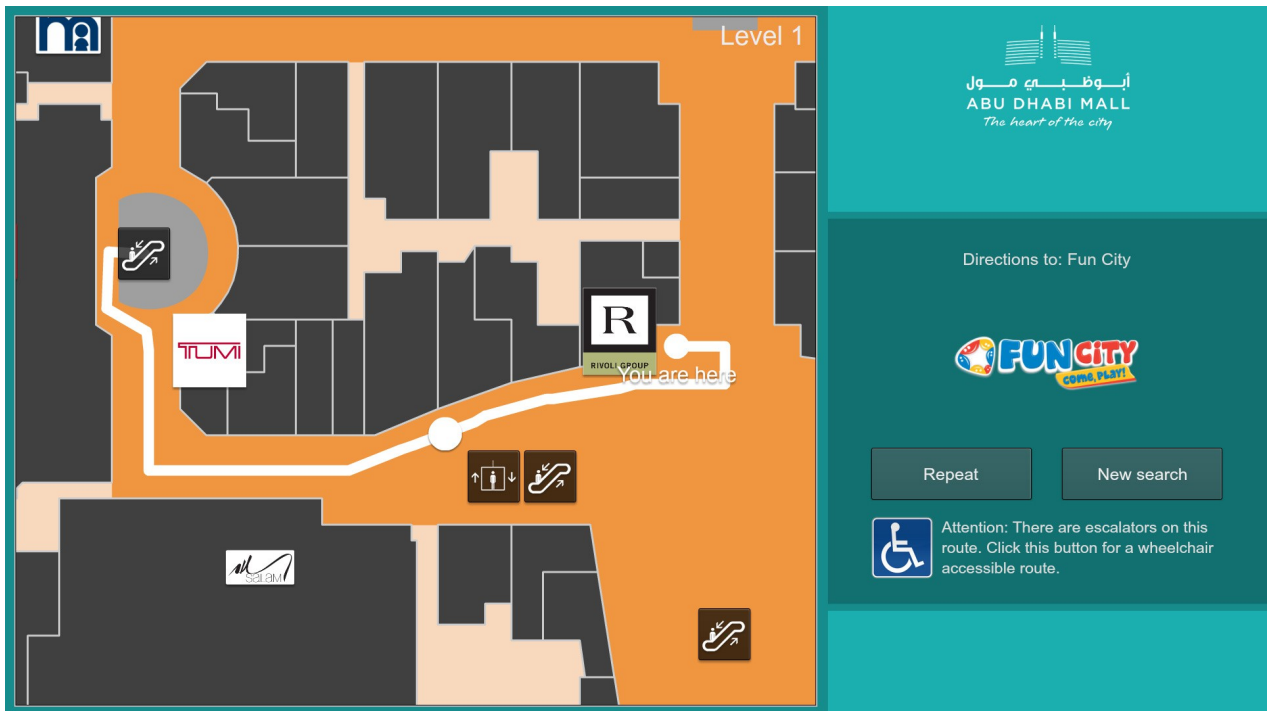
*Inputting via the logo cloud makes the search function even more intuitive for the user (source: dimedis)*

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The logo cloud next to the categories in Abu Dhabi Mall (source: dimedis)

Finding your destination with kompas wayfinding: simple and intuitive



(source: dimedis)

How the digital kompas wayfinding system works is explained here in simple terms in a video on YouTube:

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[https://www.youtube.com/watch?v=KlbowR\\_81\\_Y](https://www.youtube.com/watch?v=KlbowR_81_Y)

**Useful links:**

- » [kompas website](#)
- » [kompas wayfinding website](#)
- » [Abu Dhabi Mall website](#)
- » [Printable photos from the information terminals](#)
- » [Video showing how kompas wayfinding works \(English\)](#)

**About Digital Signage**

Digital Signage describes digital media content for advertising and information systems such as electronic posters and traffic signs, instore marketing, digital door signs or large-scale projections. Digital Signage is increasingly being used in public spaces such as railway stations, airports and shopping centres. dimedis is among the leading Digital Signage providers in Germany. Our Digital Signage software kompas is the driving force behind more than 5,000 screens across the country.

**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 5.000 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 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, Stockholmsmässan, Messe Stuttgart, Reed Exhibitions Deutschland, Westfalenhallen Dortmund, British American Tobacco, a chain of supermarkets in France called "Casino" and shopping

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malls from ECE, SEC and mfi. 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)

### **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 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)

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