

PRESS RELEASE – for immediate release

Prize for Excellence: Bosch Experience Zone wins the Digital Signage Best Practice Award

viscom Digital Signage Best Practice Award winner in the retail signage category – Innovative infotainment-solution at the POS – Joint submission by dimedis and Bosch

Cologne, November 10, 2015 – On November 4 the Digital Signage Best Practice Award was awarded at the viscom trade fair. In the retail signage category the winner was the "Bosch Experience Zone" with the digital signage software solution kompas from dimedis.

The jury said the following about the product, which was commissioned by Robert Bosch GmbH and implemented by dimedis GmbH: "The project cleverly highlights the Bosch brand within the competitive shop environment, giving it a distinctive look and feel. Regardless of the distance, the application is well perceived – close up and at a distance – and encourages use by shoppers. Well-conceived details and excellent user guidance ensure a structured flow of information with added value. The application also combines useful elements such as the price scanner with other information. The project is rounded off, for example, by attention to detail such as language setting and consistent adaptation of icons as design elements."

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This is what winners look like: dimedis wins the viscom Digital Signage Best Practice Award in Düsseldorf for the Bosch Experience Zone (photo: viscom)

A jury of experts at viscom, the international trade fair for visual communication, evaluated projects in the three categories Retail Signage, Interactive Signage and Content for Digital Signage and selected the winners. The viscom Digital Signage Best Practice Awards were presented for the ninth time and recognize innovative digital signage solutions. The eight-member jury of experts was made up of Silvia Talmon (The Store Designers®), Bryan Crotaz (Silver Curve), Moritz Schuschnigg (Schuschnigg Communications e.U.), Mag. Christian Lunger (Lunger & Schreiber OG), Dr. Andreas Koller (Medienfabrik Gütersloh GmbH), Fabian Scholz (komma,tec redaction GmbH), Sabine Marinescu (PLOT Magazin) and viscom director Petra Lassahn.

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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 5,500 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 5,500 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 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 50 employees currently work for dimedis.

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

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