

PRESS RELEASE – For immediate release

Messe Düsseldorf is using the new visitor information system D:VIS

D:VIS replaces the old information system KATI – Comprehensive exhibitor and product database with interactive hall plan - A total of 32 multi-touch columns installed throughout the entire exhibition grounds – Next trade fair: CARAVAN SALON

Cologne, August 22, 2017 – As part of a comprehensive modernization process, [Messe Düsseldorf](#) has replaced its old visitor information system KATI with the new system D:VIS (Digital Signage Visitor Information System). A total of 32 interactive digital-signage columns have been installed in the North, East and South Entrances and in all the exhibition halls to provide the visitors with information about ongoing trade fairs. The advertising and information contents on the D:VIS columns are controlled by [kompas](#), the digital-signage software solution from [dimedis](#). The next trade fair at which D:VIS will be used is [CARAVAN SALON](#). The world's largest trade fair for motorhomes and caravans will be taking place from the August 26 to September 3, 2017.

The new information system D:VIS

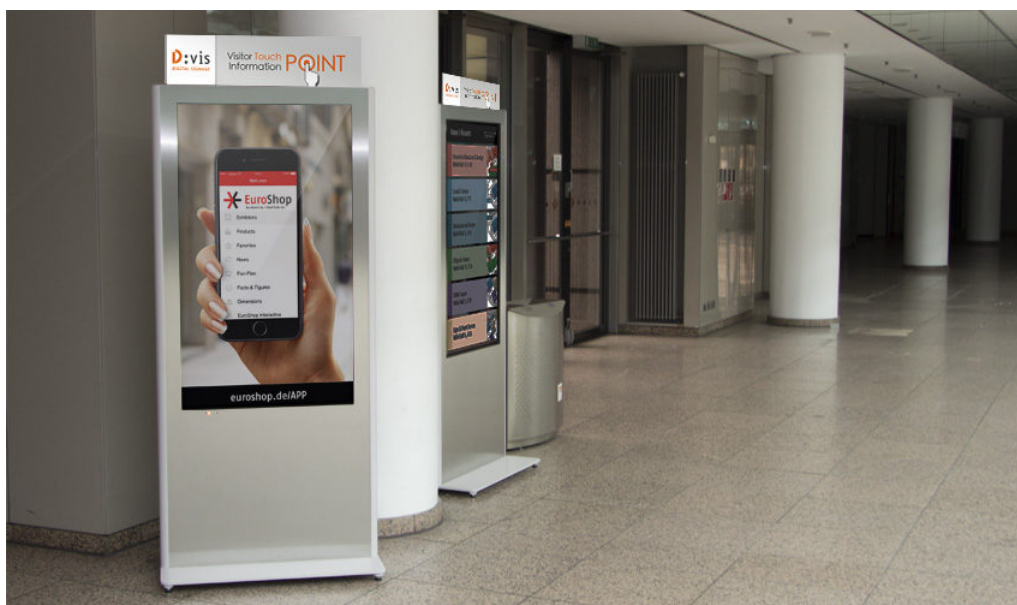
The information system D:VIS combines digital signage with the exhibitor and product database. The D:VIS columns access the trade fair portal of the event in question via an interface and thus display all exhibitor and product data as well as additional information about the trade fair. The trade fair portals as well as Messe Düsseldorf's exhibitor and product database were also developed by dimedis.

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In the sleep mode the D:VIS columns' 55" multi-touch displays shows multimedia content and exhibitor advertising. The control by kompas enables videos, HTML5 animations, social-media feeds from Twitter and Instagram or weather forecasts and information on public transport to be displayed, for example.

If the columns are activated by touch, trade fair visitors can call up comprehensive information about the event, the exhibitors and their products using various search options. The visitor gets a general overview in the interactive hall plan including the exhibitor on each booth.

Due to the improved responsive architecture, kompas now also provides the option to transfer all information about an exhibitor and its location, for example, via QR code. This allows the visitors to access the information on the move and hence have a better orientation. In addition, the D:VIS columns inside the exhibition halls are equipped with a printer to allow all information to be printed out directly.



Messe Düsseldorf's new interactive visitor information system D:VIS. The advertising and information contents are controlled by kompas. (Source: Messe Düsseldorf)

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Oliver Leheis, Senior Marketing Manager at Messe Düsseldorf talking about the new information system D:VIS: "With the new D:VIS information columns, we have created an interactive touchpoint for the trade fair visitors that allows them to inform themselves quickly and straightforwardly about exhibitors, products, events and service at the trade fair. Due to the improved responsive architecture, kompas is now not only able to provide the information columns with data via the interface to the exhibitor portals but also smartphones, tablets and desktop systems. This new feature represents a significant innovation for our visitors and facilitates the orientation on the exhibition grounds. "



D:VIS offers various search functions which allow the visitors to inform themselves about the exhibitors taking part in a trade fair and their products. (Source:

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dimedis)

A video gives an impression of new visitor information system

D:VIS: <https://youtu.be/XqrWzKAztPw>

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, Hamburg Messe und Congress, 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.

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 Germany with over 12.000 screens 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

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