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## **Learntec 2018: the Karlsruhe Trade Fair Centre puts its faith in interactive digital signage from Kompas**

**Digital signage at Learntec 2018 – 26 interactive digital information columns and four multi-touch consoles – Integration of exhibitor and product search functions**



Cologne, July 17, 2018 – The [26th](#) Learntec, which took place between the 30th of January and the 1st of February 2018 in the Karlsruhe Trade Fair Centre, was the largest ever. With more than 10,000 international trade visitors and congress delegates, the high expectations were fulfilled. The digital education trade fair also convinced due to its modern visitor communication: 26 interactive digital information columns and four multi-touch consoles with an exhibitor search function helped visitors to find their way around the trade fair. The

digital-signage software solution Kompas from dimedis was used to control the content. The production company [OMC Group Events-Marketing & e-Communication](#) was responsible for the project with the Karlsruhe Trade Fair Centre. Using the information columns, visitors to the Learntec were able to obtain information such as congress programs, trade fair highlights, social media news and exhibitor data, and also search for exhibitors and products. dimedis also

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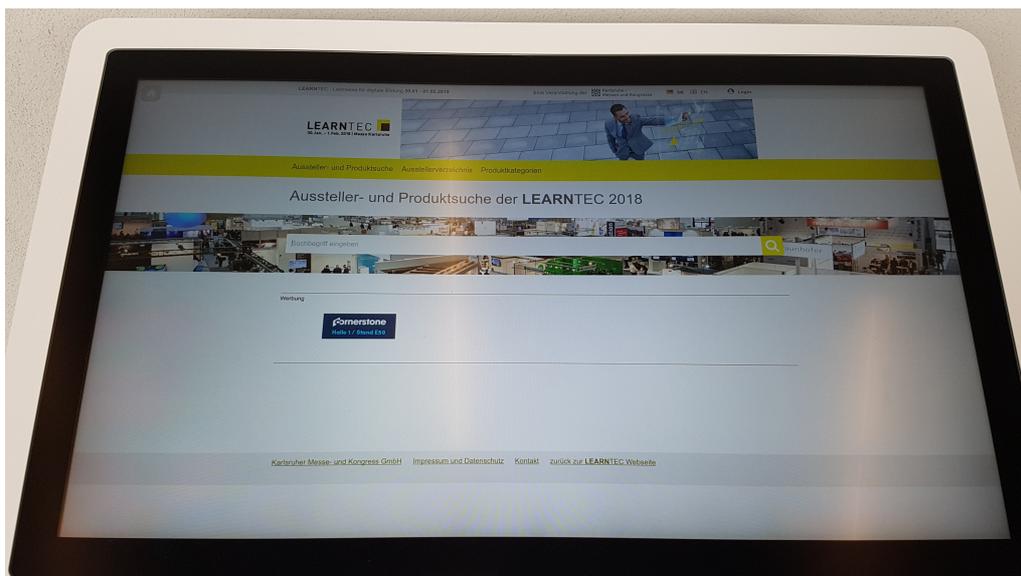
incorporated the trade fair's exhibitor and product portal into the information consoles, a FairMate module. FairMate is an all-in-one solution for visitor management at trade fairs and, like kompas, is provided by dimedis.



*Digital columns at the Learntec (source: OMC Group)*

Marc Ringswald, Digital Business Manager at Karlsruher Messe- und Kongress GmbH is thrilled about the digital communication options for the trade fair visitors: "Digital signage is the logical expansion of the digital customer journey which we want to provide to our visitors as a service. Thanks to the digital columns, we are able to communicate additional information in an interactive manner. Using the digital-signage software kompas, for the Learntec we included social media content, news and the framework program on the columns. What is really nice is the integration of the exhibitor portal into the interactive touch consoles. The visitors to the Learntec were able to search for exhibitors and products intuitively"

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*The digital signage software solution kompas from dimedis in use: exhibitor and product search at the Learntec (source: OMC Group)*

### **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 7,800 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.

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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, Stockholmsmässan, 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 65 employees currently work for dimedis.

For more information please visit: [www.dimedis.de](http://www.dimedis.de)

**About FairMate**

FairMate is the complete visitor management solution for trade fairs, events and exhibitions of any size. The flexible and powerful system combines tools for entry, ticketing, marketing and administration all in one and covers every aspect of the visitor management process – before, during and after events. FairMate consists of modular and integrable hard- and software solutions that facilitate the relationship between visitors, exhibitors and event organisers. FairMate enables you to plan your visitor marketing well in advance, maintain an overview and respond quickly to any issues that might arise.

FairMate is used successfully in several trade fairs all over the world. Customers like Stockholmsmässan, Reed Exhibitions Germany, Messe Düsseldorf, Hamburg Messe und Congress, Messe Stuttgart, Westfalenhallen Dortmund and Koelnmesse rely on FairMate.

For more information please visit: [www.fairmate.eu](http://www.fairmate.eu)

**756** words / **5129** figures

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