

PRESS REPORT – For immediate release

Arcaden Shopping relies on Kompas Digital Signage

210 terminals in 17 shopping centres – Interactive Digital Signage for malls with Kompas – Strengthen customer engagement with interactive applications

Cologne, January 21st 2014 – Kompas is the Digital Signage software of choice for mfi, a real estate company based in Essen and one of the largest operators of shopping centres in Germany. The proprietor of the Arcaden Shopping chain of malls currently has 210 terminals with a total of 420 screens in use at 17 different locations across the country. The terminals – each of which comes with two large, independently operating touchscreen displays, a printer, a card reader and a camera – have been integrated with already existing coupon systems and are meant to improve communication, engagement and interaction with shoppers as well as strengthen customer loyalty. The rollout for the new Kompas system started with a pilot phase in February 2013, with the remaining terminals being installed during the months of April to mid-July. The creative agency responsible for the project is SawatzkiMühlenbruch from Essen, who developed the general concept as well as the content and games running on the displays and who also handle the customer card data.

Florian Zimmermann, Project Manager Digital Signage at mfi: „Digital Signage is becoming more interactive and it's much more than a simple advertising medium. That is why our terminals offer a kiosk mode, where mall-goers can interrupt the regular Digital Signage content by touching the screen to access interactive applications such as wayfinding, a coupon system and games. This interactive content concept was developed by creative agency

PRESS REPORT – For immediate release

SawatzkiMühlenbruch from Essen, and together with them, we evaluated a number of system providers during the pilot phase before settling on Kompas by dimedis in February. Kompas is a very flexible system and has been designed for large networks. The rollout was very quick and the software supports the kiosk mode with its numerous interactive applications very well. It's very easy to include external content within Kompas, and the remote maintenance and real-time monitoring capabilities were further reasons for our choice. Using the Kompas terminals, we can offer our tenants an attractive channel to engage and retain customers. Visitors benefit from the improved service, entertainment and informational offers."

Successful implementation in numbers

- 210 terminals with 420 screens
- 17 shopping centres across Germany
- Total of 690.000 consumers per day
- Gross audience of 36 million per month (projection based on GfK study)
- 60.000 touches per month per centre
- 2.300 connected shops
- 50 special activities per week
- 330.000 fans on Facebook

Further information (in German only) is available on the website www.digi-sign.info



kompas in action: Interactive Digital Signage in shopping malls

Useful links:

- » [High-res images of kompas terminals](#)
- » [More about kompas](#)
- » [kompas Digital Signage- feature list](#)
- » [kompas wayfinding- feature list](#)
- » [mfi Management für Immobilien AG](#)
- » [SawatzkiMühlenbruch](#)
- » [Project website www.digi-sign.info](#)

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

PRESS REPORT – For immediate release

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 4,500 screens across the country.

What is 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 4.500 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 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, Stockholmssmässan, Messe Stuttgart, Reed Exhibitions, Westfalahallen Dortmund, British American Tobacco, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC and mfi. More than 40 employees currently work for dimedis.

For more information please visit: www.dimedis.eu

807 Words / **5347** Characters

Press Contact

Ibrahim Mazari
Public Relations Manager
imazari@dimedis.de
+49 (0) 221 – 921 260 52

dimedis GmbH
Dillenburger Straße 83
51105 Cologne
Germany

www.dimedis.eu
www.kompas-software.com

Managing Director: Wilhelm Halling