

PRESS RELEASE

New orientation after relocation:

AOK-Federal Association with digital signage by Macnetix

Berlin, cc 2010 – The new orientation came with the change of location: The AOK-Federal Association had the conference area in the new building at the Hackesche Höfe equipped with the digital signage system by Macnetix after the successful relocation from Bonn to Berlin. After all, the goal of the relocation was to create more efficiency all the way through – including the signage system.

The conference area encompassing approx. 600 square metres was equipped with the modern digital-signage-system by Macnetix. Next to two large screens, door signs on the conference rooms offer information about the events taking place inside. „Up to 14 events are organised daily in our house. This makes the overview monitors on the left and right side in the entrance area urgently necessary“, explains Martin Klimpel, administrator of the AOK-Federal association. Thus, the visitors gain an overview of what happens where directly upon their arrival.

Changes can be integrated easily with the Macnetix-software editIT/playIT, just as the entry of the data. „Our receptionists receive the corresponding dates via email and enter them centrally into the system“, continues Klimpel. Profound IT-knowledge is not needed, because the program is learned easily and does not require great training need. In addition, logos, images, powerpoint presentations and movies can be played on the displays. One has an unlimited number of possibilities, without great effort. Overall, the digital-signage-system of the Berlin software company runs reliably and hardly needs servicing.