

PRESSRELEASE

Digital menu for the Generali Germany Holding– Macnetix equips insurance company with signage system

Berlin, 31st August.2010 - „You are what you eat“: The selection of our food has a direct influence on our well-being and performance capability. This knowledge is beneficial for the guests of the company restaurant of the Generali Germany Holding AG in Cologne. A digital menu displays the nutritional value of all menu items; the visitor can see how healthy his choice of food is right away. This information is shown on a modern system for digital signage of the company Macnetix.

„We chose the program editIT/playIT of the Berlin software company, because it can be easily and intuitively operated“, says Rainer Nägel, Chef of Catering for the Generali Germany Group at the location Cologne. No IT-professionals are needed to enter the daily changing menu options in the digital menu. And if a menu is sold out, a fast update can be done without a problem.

„The visitors of the company restaurant are able to get a quick overview of the current food offers on the 47-inch-screen“, Nägel continues. The layout draft was designed by the Macnetix-Media designers, who also adapted it to the specified company-CI of Generali Germany. In addition, current offers and information is displayed over a ticker function. But that is not enough: Presentations, images, or entire image movies can be played on the screen, creating an original eye-catcher for special events.

By the way, the Generali Germany Holding Group is one of the largest and most successful insurance groups in Germany, while Macnetix is one of the leading companies in Europe in the area of new communication systems.

Since 2000, Macnetix has been developing intelligent software solutions and, in addition to its location in Berlin, has a second site in Minsk in Belarus. editIT/playIT, a user-friendly software product for controlling digital information and advertising systems used in hotels and restaurants, for example, has particularly proven its worth. IPTV, a new Macnetix product, has also found customers in the hotel industry. It is a digital, multimedia television, controlled centrally through the computer network and the existing television cabling system.

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