Dusseldorf trade fair

Success Stories

MACNETIX

Initial Situation

With 50 trade fairs at the Dusseldorf location, 23 of these international leaders, and approximately 120 own events and holdings abroad, the Messe Düsseldorf Gruppe is one of the leading export platforms in the world. Its corporate philosophy is based on the three pillars of business, vision and innovation. The wish was to promote the realisation of the latter with a digital guidance system. This modernisation was aimed at underlining the top position of the company as a professional organiser.

Requirements

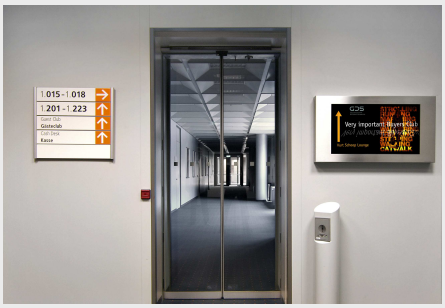
"Our guests should not only be able to work in a pleasant atmosphere; they should also receive professional service. Today this includes a well conceived guest guidance system", Clemens Hauser, project manager of the trade fair, emphasises. Important is that the visitor can find their event location without stress. For this reason, the press, VIP and the congress areas were to be equipped with digital screens, so that visitors could find their desired event quickly and uncomplicatedly. It was also important to find a system that is easy to operate. The goal was to save time through automated processes such as prepared templates.

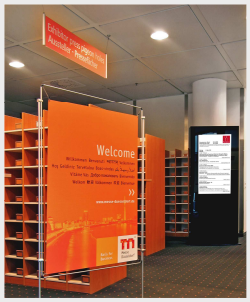
playIT-control unit

Result

A total of 18 monitors, which are controlled by the editIT/playIT software from Macnetix, now edify three areas of the company. First, three 32" displays and four 42" displays show the way to the VIP lounge, while a 32" monitor at the elevator leads to the press centre. Here, two 52" monitors on black columns provide detailed information about the current conferences. The last displays can be found in the congress department on the eleventh floor. A 32" inch screen and seven door signs provide important event details for visitors.
With the programme from Macnetix, all content can be centrally managed. The layout templates correspond to the CI and are automatically incorporated. That means

an enormous time savings for the employees of the trade fair. They enter the name of the event, a detailed description and an image into the appropriate entry fields and decide which information will be visible for how long using the calendar planner. Such details not only simplify the work of the trade fair employees, they also perfect the visitor guidance.





Macnetix

Since 2000 we belong to the companies,which nationally and internationally successfully offer hardware and software solutions in the area of information and advertising.

We implement customer-specific projects and openly confront new challenges. Among others we have already developed industry solutions for hotels, banks, restaurants, schools, universities, research institutes and energy supply companies.

We are especially distinguished by our professional competence and our satisfied customers.

Sector

Fairs

editIT playIT
the digital in signage.

Clemens Hauser, department head for operations and communications technology of the Dusseldorf trade fair:

"The software from Macnetix involves an especially sophisticated guidance system, which, in addition to the needs of visitors, also satisfies those of employees. Another plus for Macnetix is the flexible cooperation, which already started with the planning of the system."

Basis for Business

Messe Düsseldorf

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