

## Initial Situation

In October 2008, the AOK Federal Association moved into its new premises in the capital. Now the organisation has its head office in a historical building, right in middle of Berlin, near the Hackeschen Hoefe. It

contains a conference area with six rooms of varying sizes. These have now been equipped with a modern digital signage system. One of the main requirements following the relocation was the intention to achieve extra efficiency, and that included the signage too.

## Requirements

Up to 14 events take place daily in these six conference rooms at the AOK head office. A large number, making monitor surveillance a necessity. These are intended to immediately display which events are taking place in which of the rooms. Furthermore, it was considered that the content displayed should be fully centralised, and with a programme which could be used easily and intuitively. Intended changes were meant to be fast, such as the input of the most varied types of files - from images, to Powerpoint

presentations and right up to complete image films. Name plates were intended to provide information regarding the conferences taking place in the rooms.



playIT-control unit

## Result

The approximate 600 square metres of conference area at the AOK head office was equipped with the modern Macnetix Digital Signage system. As well as two large monitors in the entrance area, name plates decorate the individual conference rooms. The large monitors provide a total display regarding the events taking place, whilst the name plates provide information and details of the respective conferences.



Changes can be easily inserted with the software editIT/playIT, as can the input of the data. Usually the system deals with appointments that are stored centrally within the system. Profound IT knowledge is not necessary, because the programme can be easily learnt.



However, the playing of data file formats such as logos, images, Powerpoint presentations or films is possible via the displays. All this, and without a lot of effort, providing countless playback options.

## Macnetix

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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.

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Sector

Assurance

Digital Signage

**editIT**  **playIT**   
the digital in signage.



**Martin Klimpel, Administrator of the AOK Federal Association:**

„The Macnetix System is easy and intuitive to use. It's a

reliable system, and relatively maintenance-free.“

**AOK**  
Die Gesundheitskasse.

pro video