

Offenburg exhibition centre - the Oberrheinhalle

Success Stories

MACNETIX

Initial Situation

The new Oberrheinhalle at Offenburg trade fair is a modern, sophisticated and yet functional exhibition centre.

Its remit is to serve both as a venue for large events such as rock concerts and

awards ceremonies and as a backdrop for smaller gatherings such as conventions and business meetings.

The building's dynamic glass and black brick design called for an equally forward-thinking digital orientation system.

Requirements

Messe Offenburg wanted digital signposting to direct visitors through the Oberrheinhalle complex, but also to serve as an information platform. Two elements had to be incorporated – the presentation of current events and the announcement of future ones.

The need for harmonious integration of monitors in the futuristic architectural concept posed another challenge. Furthermore the system had to allow two separate but parallel data displays to be relayed.

In short: the new visitor guidance system had to be an exciting contemporary replacement for the old printed signs and a system which allowed extensive use of a multitude of presentation formats befitting a multi-media digital signage programme.



playIT- control unit

Result

The new Oberrheinhalle boasts 16 screens greeting incoming visitors and indicating events and their locations.

The screens are controlled by the successfully established Macnetix digital signage system, editIT/playIT. Twin screens set into



iconic stelae allow for two separate control units to relay content at the same time. Macnetix makes this type of functionality

easy. One screen might show emergency exit routes or a seating plan, whilst the second lists the event schedule.

Besides text files, it is possible to feed pictures, graphics and films into the system to be played on the display panels. Ideas can be conveyed - by means of promotional videos, client logos or photographs of speakers and personalities.

Additionally, the integrated timetable function allows room scheduling in advance, with considerably less effort than that associated with traditional programmes. In sum, the editIT/playIT programme saves time and offers clients a better service.



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/congress centres

Digital Signage

editIT  **playIT** 
the digital in signage.



Johannes Röderer, Offenburg Trade Fair Project Manager:

„We are very pleased with the Macnetix DS system. It is an easily comprehensible, user-friendly programme which enables us to communicate information to our visitors in a clear and stylish way.“

 **Messe
Offenburg-
Ortenau**

 **FUHRMANN**
WIR ZEIGEN WEGE AUF