

Publishing house Bindlach

Success Stories

MACNETIX

Initial situation

Three publishing houses are joined under one roof at Gondrom: Loewe, gondolino and Gondrom Media. The main house of the group that can look back onto a long company history is located in Bindlach close

to Bayreuth.

In 2009 the decision was made to put up digital signs in the building as an information system for visitors, all in all one wanted to improve the appearance towards the outside and inside. To go with the times and maintain traditions at the same time.

Requirements

With approximately 1.600 available books, much information was available that was to be distributed via displays. Because the traditional bookshelves that had served as a source of information until this time slowly but surely were limited due to capacity problems.

In addition, it was intended to supply employees and visitors of the publishing house with current news using a digital signage system. Beyond that, the system needed be compatible with different file formats, and

also to be able to show them simultaneously. Last but not least, the new program should be administered from a central location.

On the other side, simple and intuitive operation was needed for the employees.



playIT-control unit

Result

The Gondrom publishing house in Bindlach close to Bayreuth was equipped with the digital-signage-system editIT/playIT by Macnetix. All in all, nine 40" screens decorate the building that joins two areas with each other. Four displays are located in each of the entrance halls and the transition hall; a further screen is mounted in the waiting area.

The four screens at the entrance that are framed in precious artificial stone serve the presentation of books and authors. They also show current news and press information, videos and interview recordings. The



option of showing different content at the same time is especially advantageous here. For example a book presentation, the corresponding cover, and the author including biography and photo can be displayed on the screens simultaneously.



While general information about the company history is shown to the visitors in the lounge, the hallway between the two company buildings supplies inner-company news. This way everybody is always very well informed.

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.

Branche
Publishing house

Digital Signage

editIT  **playIT** 
the digital in signage.



Markus Hagert, IT-Director at Gondrom:

“The excellently functioning complete solution of Macnetix surely also

contributed to the improvement of our appearance. The software is coordinated centrally and can be operated easily and intuitively. We are not only satisfied with the program but also with the support of Macnetix.”

