

# Norgren, Fellbach facility

Success Stories

MACNETIX

## Initial situation

Norgren is one of the world's leading providers of pneumatic solutions; and is top of the league by far in Europe. Norgren boasts a sales and service network in more than 70 countries and £1.6bn in annual

turnover.

In the year 2008, the company constructed an approx. 400 square metre congress centre for its German facility in Fellbach near Stuttgart. The brief was to equip this new building with a modern, digital signage system.

## Requirements

Upon completion of the congress centre, the aim was to replace the unsightly cardboard signs with state-of-the-art, digital ones. The goal was to achieve a more attractive overall appearance. To facilitate the switch to a digital signage system, it was imperative to implement software that guaranteed easy and cost-effective operation.

It was also important to establish an interface to the internal Outlook Calendar. Dates entered in Outlook were supposed to appear automatically on the monitors.

Integration in the existing building architecture and adaptation to the company's CI were crucial factors when it came to choosing the correct partner.

Finally, numerous demands were made on the monitors: In addition to welcoming guests in the foyer, the monitors were expected to function as door signs and presentation media.



playIT-control unit

## Result

The digital signage system editIT/playIT from



Macnetix was chosen as the innovative signage system for the congress centre at the

Norgren facility in Fellbach. The easy-to-use software played an important role in the decision making process. After brief instructions, it can be easily operated by members of staff. Another highlight is the central input of data which then appears on the monitors. This ensures that updates can be executed quickly and conveniently.

Two 40" monitors welcome visitors to the Fellbach plant. The first digital monitor greets guests and employees at the facility's main entrance. It also provides the latest weather news. The second one is located in the Norgren congress centre and is used to present information and show occupancy of the seminar rooms. Another four 10" monitors function as digital door signage systems and display which events are taking place in the respective seminar rooms.

The information can be combined on-screen with almost all multimedia contents. A further advantage of the Macnetix software: Data is continuously transferred via an Outlook interface, guaranteeing that dates are auto-

## 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

Industry

Digital Signage

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



**Christoph Bloos,**  
system administrator at Norgren:

„Due to the professional support, unclear matters can be dealt with quickly and uncomplicatedly online. This means an enormous time savings. Macnetix is exactly the right partner for Norgren.“

