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## Koelnmesse - Pioneer in Digital Signage

Over 200 m<sup>2</sup> of digital space installed in the north section of the trade fair site alone

It proved its worth at gamescom for the first time, and now Dr. Won Pyo Hong, Global CEO of Samsung SDS, has travelled to Cologne with other top managers from Korea to convince himself of the quality of Koelnmesse's new digital signage system. A total of 49 displays of different formats were installed in the north section alone to provide visitors with a wealth of information on current trade fairs. The information system combines guidance around the site, infotainment and advertising, and even includes mobile columns. "Together with Samsung SDS, we have created added value for our trade fair visitors and made it easier for them to find their way around the exhibition centre," said President and CEO Gerald Böse on the occasion of the tour with the delegation from Asia and announced the gradual implementation throughout the entire trade fair site.

Exhibitors and visitors can now be guided across the site in a precise and flexible manner, thus enabling them to reach their destination quickly. The signage also provides information on events, weather, traffic and railway connections, animations, hall maps and much more. In addition, the over 200 square meters of digital space in the north section of the site will be marketed as attractive advertising media. The high-resolution ads in the north section offer exhibitors new opportunities to draw the attention of visitors to their exhibition stand and products with innovative advertising messages: in the entrance area to the exhibition grounds, along the boulevard or at the hall entrances.

The digital signage areas and columns are controlled by an intelligent and user-friendly software solution that combines algorithm-based routing with visitor information and advertising on a display area according to previously defined rules. This makes it possible to display this varying information both simultaneously and in sequence on a single display surface.

Koelnmesse and Samsung SDS have been working together since March 2018, with Samsung selecting Koelnmesse as the exclusive partner for the development of trade fair systems. In addition to regular innovation workshops and a needs analysis based on the requirements of Koelnmesse and its customers, the teams in Germany and Korea initially focused on installing interactive routing technology, which was tailored to various event formats from trade fairs and conventions to special events. The coming months will see further development of the software and fitting of the entire exhibition grounds with digital signage areas and columns. Other products will follow, because digital transformation has the highest priority for Koelnmesse as the

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basis for new business models. The company plans to invest over 50 million euros in digitalisation by 2022.

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### **Koelnmesse 3.0 investment programme**

The new digital signage is part of the Koelnmesse 3.0 investment programme, which includes modernisation of Koelnmesse as a whole and its Southern halls in particular, the improvement of the traffic and parking situation, and more attractive halls planned for 2030. The plan with a total volume of more than 600 million euros includes the new Hall 1plus, which can be used as both a convention center and an exhibition hall with an area of up to 10,000 m<sup>2</sup>. The multifunctional event location CONFEX® will host trade fairs, conventions and events as well as new formats as a combined conference and exhibition space. An entrance terminal for the Southern halls serves as a modern and functional east-west boulevard. Construction work began in 2016 with the new Zoobrücke multi-storey car park, which has been in operation since September 2017.

Further information on Koelnmesse 3.0 can be found on Koelnmesse's website:  
[www.koelnmesse30.de](http://www.koelnmesse30.de)

A short video on digital signage can be found on [Youtube](#); pictures from the tour in [Koelnmesse's image database](#).