Press release

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Safe trade fair attendance, thanks to the "eGuard" indoor positioning system

"eGuard" at Koelnmesse: the anonymous smartphone app that identifies visitor flows and prevents crowds

The community of developers at Koelnmesse and Samsung SDS introduces a new product for future trade fair events: To keep the trade fair experience in the age of the coronavirus a safe one for exhibitors and visitors alike, they have developed an indoor-positioning system (IPS) that monitors the numbers of persons and their movements throughout the halls, providing its findings to attendees in real time. "The new app, "eGuard", is one element of our effort to ensure professional safety at the highest level while creating an environment in which the spirit of encounter and business can thrive once again", Gerald Böse, President and Chief Executive Officer of Koelnmesse, announced. "Originally intended as a digital service offer in the trade fair sector, after the onset of the COVID-19 pandemic we responded at once and strengthened the system's security capabilities. Once again, what we have here is not an off-the-shelf solution but a system individually developed to meet the needs specific to Koelnmesse", according to Taewon Song, Vice President of B2B Solution Business Europe at Samsung SDS. A combination of geomagnetic field and beacons is used, so that eGuard goes far beyond the functionality and accuracy of systems previously used on the market. No personal data are collected.

The data anonymously analysed by IPS will help track movement flows, visitor frequencies, dwell times and other positioning data. An attendee using the app can call up a display of the visitor frequency in individual halls, for example. The app compares hall sizes and the numbers of people present and marks these in colour. App users also receive a dynamic display of their own location. Equipped with this information, each customer can adjust his or her own trade fair visit, if necessary avoiding halls with higher visitor densities or visiting them at a later, quieter time. eGuard gives Koelnmesse a way to take steps to prevent or disperse large groups of people.

For the app is to deliver accurate information about visitor density at the event location, its use is mandatory for all people throughout their stay on trade fair grounds and must be actively running in the background of the smartphone.

Strategic partnership

The successful, strategic cooperation between Koelnmesse and Samsung SDS dates to March 2018. Where the development of trade fair-relevant systems is concerned, Koelnmesse is the exclusive partner to this global provider of software solutions and IT services. The first joint project launched was digital signage, an interactive system for routing throughout the trade fair grounds that was unveiled for gamescom 2018. The system provides real-time orientation and information management and creates attractive means of staging information in high-end quality. The digital transformation is a top priority for Koelnmesse; it offers a basis not only for new business models but also to improve its own processes.
The new IPS technology and the eGuard app will be activated for the first time in November, with the re-launch at Koelnmesse of two own events devoted to art: ART COLOGNE and COLOGNE FINE ART & DESIGN.

About Koelnmesse:

Koelnmesse generated more than 400 million euro in revenue worldwide in 2019 and has a workforce of more than 1,000 people. As a city trade fair location in the heart of Europe, it is home to the third-largest trade fair grounds in Germany and ranks among the top ten in the world, with approximately 400,000 m^2 of hall space and outdoor area. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. With its portfolio it reaches over 54,000 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. By 2030, Koelnmesse is investing around 700 million euro in the future of the exhibition centre with the most extensive investment programme in its history.

Photo material for Koelnmesse:
https://www.koelnmesse.com/news/image-database/image-database.php