

CONVENTION CENTER

CAYIN Digital Signage Fair TV in BolognaFiere, Italy

BRIEF PROFILE

Place: Italy

Industry: Convention Center

Solution:

- SMP-WEBPLUS x 13
- CMS-PERFORMANCE



The Challenge

BolognaFiere, located in Bologna, Italy, is one of the most modern and functional exhibition centres in Europe. Having four independent entrances, each with adjacent logistic services, it is able to host a number of different events simultaneously. It has 20 air-conditioned, fully wired and IT-enabled multifunctional exhibition halls that follow a highly rational layout along four main axes. It hosts a total of 34 events divided into 5 sectors: Construction and Living, The World of Leather, Auto and Technology, Goods and Services, Cultural, Beauty and Wellness.

When BolognaFiere sought a new and exciting means of communication for exhibitors, they decided an internal digital signage system was a must, but it had to be in keeping with the exciting, high tech feeling of the centre itself...



The Project

BolognaFiere called upon Kennell Digital Distribution to undertake the project. In return, Kennell launched “Fair TV”, based on CAYIN digital signage solution. It is a new advertising, dynamic and effective communication platform of the BolognaFiere. CAYIN SMP-WEBPLUS players with 62" LCD displays have been deployed in the exhibition halls by Kennell.

Through Fair TV, the fair organisers and exhibitors can promote their activities or products, inform events scheduled inside the fair, and even broadcast news from Italy and the world. Screens are placed at various points such as entrances, links between pavilions, restaurants, demonstration office and press rooms, where the impact of publicity on the screens is maximised.

Fair TV, using the powerful media of digital signage, is supported by CAYIN CMS servers that allow complete management of content and transmission mode through a central control system.

The Benefits

- Effectiveness in reaching the target audience.
- Innovative and exclusive instrument
- Ability to combine institutional information and public entertainment
- Ability to engage target audience
- Ability to broadcast customized content on one or more transmission points
- Possibility of integrating the system with other communication tools
- Web-based technology



CAYIN Technology Co., Ltd.

8F-2, No. 577, Linsen N. Rd., Taipei City 104, Taiwan

TEL: +886-2-25951005 FAX: +886-2-25951050

sales@cayintech.com www.cayintech.com