

CONVENTION CENTER

Digital Signage Solution, Inevitable Trend of Future Trade Fairs

BRIEF PROFILE

Place: Mexico

Industry: Convention Center

Solution:

- SMP Player x 8

Hannover Messe

Hannover Messe, one of the largest trade fairs, is an international platform for exhibiting and marketing innovations and products of industrial transformation. With about 5,500 exhibitors and 200,000 visitors every year, it is considered as an important global meeting center.



Background:

Since the digital signage gradually plays a key role in enhancing attendee experience, Hannover Mess adopted CAYIN Digital Signage Solution for communicating with visitors more efficiently as well as creating a professional brand image to its trade fair.

Boost Engagement with Real-Time Digital Social Wall

Social media has become part of our lives and a powerful method to drive the target audience's engagement. One SMP-2210 is installed to control the playback contents of three 55" Samsung screens. With its feature of supporting multimedia contents such as news, social media and streaming videos, SMP-2210 is the perfect fit to adopt for conveying instant and dynamic social media messages. The real-time digital social wall encourages the attendees to engage with the contents, and post news of the trade fair through hashtags and online word-of-mouth.

To efficiently manage the displaying contents of the digital signage player, Petlovers pet store adopted CMS-SE digital signage content management server software and cloud service provided by DMaSStech (distributor of CAYIN solution in Thailand).

Better Attendee Experience Points to Technology Touch

The worst experience of visiting an exhibition is to get outdated information or get lost, which usually happens with the traditional cardboard signage. Digital signage solution is the key to address this pain point, enabling event planners to not only offer the key information about the trade show, but also provide an instant update of schedules and conferences. On top of that, digital signage also serves as interactive wayfinding and directory, providing the latest information and an easy way to navigate.

Digital Signage solution is an unstoppable trend of future trade fairs, which has a huge impact on creating a better attendee experience.



CAYIN Technology in Brief

CAYIN Technology is a 16-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

Reed Multimedia in Brief

Reed Multimedia is a marketing and advertising agency that offers complete solutions involving technology, communication and creativity. The current market demands increasingly creative and effective tools, which is why we provide services that support the multiple business strategies of our clients and allow them to obtain tangible results.



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