



# **System description**

## myLocation software

NürnbergMesse GmbH  
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## 1. What is myLocation

myLocation is an innovative, smart navigation and information system. It makes it easier for operators to organize, signpost and mark the infrastructure.

All information can be entered by various persons irrespective of platform and location. The system automatically generates the output in real time on the displays, which are then used by the visitors.

Any changes to the information are currently compared with the information available and automatically transferred to all relevant displays - without having to select them.

At the same time, the smart signposting system, which is essential for up-to-date and reliable information, forms the basis of a navigation service for visitors.

## 2. Care of the system and users

Every user receives the access rights necessary for their role at myLocation, so that they can precisely make the entries that correspond to their area of activity. The users' entries are made independently of platform and location via a web interface.

The information on events taking place is entered by the participating users via the web interface and saved in the database.

Entries are made via selection boxes when the entry has to fulfil certain content or form criteria (e.g. hall or room descriptions or times) or via text boxes. When making their entry, the user is given a preview of the displays on which their entries appear.

After entry, changes to an event schedule are posted by myLocation in a matter of seconds, enabling room displays or signposts to provide the latest information at all times with just a few clicks. The smart system processes new information automatically for all displays affected by any possible changes.

### 3. The output mediums

The output medium represents the display entity, the layout located on it and linked database with the information it contains.

For visitors it is both a signpost and information medium.

As visitors also require different information at different locations, the output mediums are designed according to their location and purpose and equipped with various information.

#### 3.1 Room displays

The room displays are located in the congress area right in front of the conference halls and rooms. They show all the relevant information on current presentations being held in the corresponding room: room description, exhibition context, logo, title, date and time of the presentation, subtitles, speaker as well as specific information from the organizer (detailed program). The footer contains predefined data such as the NürnbergMesse logo, location details as well as the current date and time.

By using the room displays the visitor receives all the required information about a presentation directly on site. Any possible changes are shown in real time in relation to the entry so that visitors are always provided with the latest update.



### 3.2 Level distributors

The level distributors are located in the congress area at hubs such as escalators and elevators and display all the current presentations being held in that area.

In addition to the presentation title and time, the display also includes the venue with room description and level details along with direction information for the visitors.

All details and information are automatically calculated by the system in a matter of seconds.

Using the level distributor provides visitors with a navigation service which shows them at a glance the specific direction in which their required event is taking place. Changes to the room displays are automatically included by the level distributors.



### 3.3 Foyer displays and hall passage

The foyer displays are located at hubs in the entrance areas and show all the halls occupied by a particular exhibition or fair – with details on the event theme and direction visitors must take to access it.

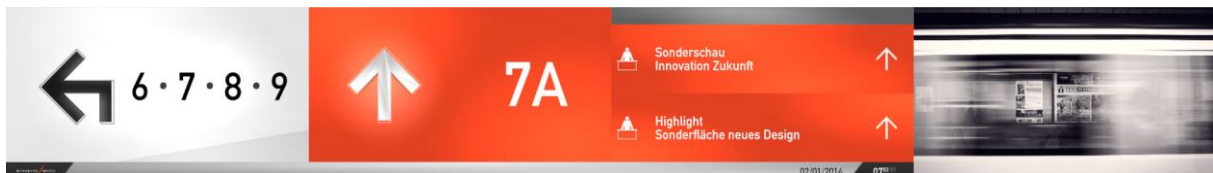
In addition, the displays located above the hall passages draw visitors' attention to the theme or special shows in the exhibition hall located right in front of the visitor.

Foyer displays and the hall passage navigate the fair guests through the exhibition centre to the hall they wish to visit. In addition, the visitors are provided with a bundled overview of all themes covered by the halls in the visitors' line of vision. As a result, they can obtain a general overview of the exhibition or fair they are visiting.

The direction displayed is automatically generated by the system. The system can be manually operated by the user to specifically direct large numbers of visitors.



Foyer display



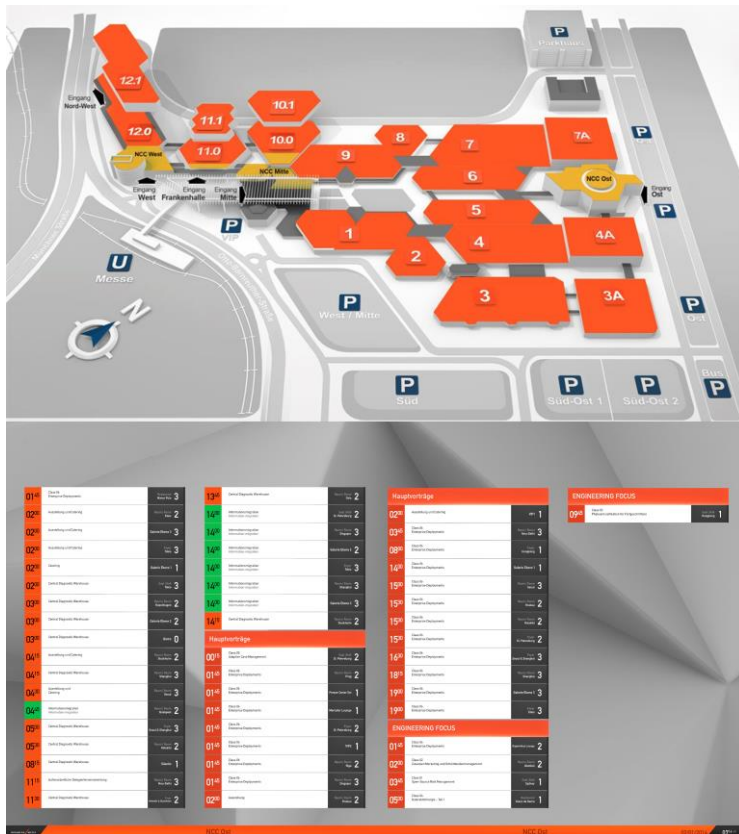
Hall passage

### 3.4 Main information panel (NCC Ost only)

The main information panel is centrally located in the NCC Ost entrance area and serves as an overview tool for the exhibition centre and program. The upper section of the main information panel provides a surface for the exhibition centre or hall layout plan. A corporate video can also be integrated here.

In the lower section of the main information panel the complete daily schedule is displayed. The content is automatically calculated by the system.

The main information panel provides the visitors with a complete overview of all contents of the event. Any changes are displayed in real time in relation to the entry so that visitors are always provided with the latest updates.





### 3.5 Box office displays

The box office displays are located above the box office counter. They serve as the first orientation instrument for visitors within the building and direct them to the relevant counter.

By using the box office displays it is possible to sub-divide the box office counters according to the respective function or alphabetically and display admission prices. During the event the demand for counters can be responded to and the signposting adapted within a matter of seconds.



### 3.6 Exit displays (NCC Ost only)

The exit displays are located above the exit doors and provide the visitors with information as they are leaving the event. They contain references to the next event or the support program outside the exhibition centre.



## 4. Advantages for users

### 4.1 Templates

Own templates are available depending on the specific application and display location. In addition, organisers can have their own template programmed for their event.

Every template has its own presentation and animation logic. The presentation logic for example masks out incomplete text boxes. That means: when a headline is for example only one line, the second line disappears and the first line shown is centrally positioned. If only a few characters are shown the font size is adjusted automatically.

Thanks to this procedure, the user can fill myLocation with information without having to worry about the formatting. Any character restrictions are already pre-set in the web interface. This therefore rules out any overfilling of the output medium. For control purposes, during the entry process a preview is already shown in the web interface, which has been created using the newly gathered information.

The basic layout, which is kept flexible through the free selection of colours, images and logos, can be adapted customer-specifically or replaced completely..

### 4.2 Demonstration mode

The demonstration mode enables the information to be shown in defined area sections, where display is set for a later time/date or has already been shown previously.

As a result, an organiser, for example on the eve of the event, can take a look at the halls and rooms display exactly as the visitors see and experience it during the event itself.

### 4.3 Preview on the web

During the entry made by the visitor the data is processed into a preview image. This is displayed on the web interface as a simulation of the corresponding output medium. As a result, the user is given the option of checking their entered data immediately on the spot.

### 4.4 Interface to the organizer's web site

If a website has relevant data, for example a logo in the appropriate resolution or the presentation program, myLocation imports these directly from the website. Manual entry is thus no longer necessary. For this purpose, a programmable interface is defined.