

Signing Up To Success

Stuttgart based netvico has certainly been getting into the swing of things digital with a flood of installations across its gamut of screen media.

Since 2001, Stuttgart based netvico's expertise has been channelled in information visualisation, advertising messaging and delivering emotionally charged content. Aside from focusing on aesthetics during project realisation, this company also sets about incorporating digital media into existing IT infrastructures and providing creative, total solutions for efficient digital communication. Its activity list encompasses concept and design, hardware and software creation, content creation, management and delivery, service and support, and also leasing capabilities.

Among its installations are PoS area LEDs and interactive touch screen solutions for the likes of conferences and exhibitions, as well as advertising displays, visitor guidance systems and entertainment. Netvico delivers end to end solutions for its customers' digital display requirements. Adaptability is essential in its mix, providing a multitude of special solutions enabling exacting configurations for individual digital signage applications. And driven by its PlayEverywhere2.0 software, the company says its systems are testament to its high quality integration and technological expertise in create innovative creativity.

Recently added to its portfolio, netvico has a new dimension in digital advertising solutions with LED arrays delivering a special kind of visual and acoustic experience. Its LED flooring, curtains and boards deliver eye-catching images and text. They provide an impressive feature, it says, with there being no more direct and effective way of presenting emotive advertising.

Guiding touch

netvico's touch screen solutions, guidance and advertising system solutions are making headway too. Digital media are about direct communication, it says, with the onlooker, depending on prevailing requirements, being informed, emotionalised and inspired. netvico information systems resolve the most varied of communication situations, whether for guidance, information or advertising, its pillar solutions also feature touch screen displays and can be easily adapted to drop into given locations and surroundings.

netvico LED eye-lights – more than just light boxes – combine lighting design with traditional information display technology and minimal energy consumption. Transparent graphics are back illuminated on an acrylic glass panel by cold-white LEDs. At only 6W per eye-light, this lighting solution uses less power than traditional solutions and can be modularly combined to create entire lighting panels with graphics easily changed when required. At 8cm thick – 4cm of which is embedded in the wall – the slimline system provides a versatile and flexible information medium.

Driving force

Driving force behind netvico hardware system solutions is its sophisticated PlayEverywhere 2.0 software. It's the brain behind its complex system solutions, it says, allowing central administration, updating and monitoring of all connected communication media.

This software manages content and system operability, en-

suring the smooth interplay of all parts to form a perfect ensemble. It is easy to use, compatible with existing IT infrastructures and can be configured to meet project specific requirements. The wide range of available media formats, from static images to animations and videos, makes netvico PlayEverywhere 2.0 based solutions a veritable marketing tool.

The sky's the limit. It boasts, as far as content is concerned, entertainment, commercials, image videos and even external content such as newsfeeds or weather forecasts just touch the surface of the almost inexhaustible visual content available through the software.

Sounding out success

netvico is expert in audio signage too, especially at the PoS where it is said to deliver positive influence on sales, customer service and company image. Independent studies show that specially selected music, according to company and target group, can positively affect purchasing behaviour, encouraging customers to spend more time in store.

In its audio signage solutions, its software provides control over broadcasting times, messages and advertising, as well as controlling the content of the various music programmes.

netvico provides an end to end solution for audio signage, from the initial development of individual sound concepts to the installation of in-store music systems. Its PlayEverywhere software is used to transfer and organise data as well as manage playback time and selection, enabling systems to run smoothly and harmoniously.

A guide for fashion

Twice a year, Berlin becomes an international stage for fashion and lifestyle. The Mercedes Benz Fashion Week assumes the role of nexus of the fashion world, taking centre stage for the latest collections from the fashion industry. netvico again configured and installed display pillars tailored to this fashion event with the pillars presenting not only an event programme overview but also information on the various shows.

Two Golightly pillars were installed in the central Fashion Week marquee on Bebelplatz, with another used to flexibly inform visitors off site about the varied Fashion Week programme. The digital pillars clearly presented key event information. netvico tailored the pillars in keeping with the fashion extravaganza incorporating a white transparency with a black Fashion Week logo, making the digital information pillars look just the picture.

Content generated by netvico was said to be an aesthetic success. The company configured content, ensuring that the shows, sponsors and their services were displayed at key locations, accompanied by entertaining advertising. Transmission times were managed using PlayEverywhere software, with content displayed on the emotionalising eye-catchers harmonised at each location.

Food for thought

Searching for a competent partner to provide in-store digital media led food retailer Kaiser's Tegelmann to netvico's door.

netvico displays add direction to the Mercedes Benz Berlin Fashion Week, right and below right. Below, one of netvico's displays at Kaiser's Tegelmann.



The Stuttgart company then came up with a convincing, customised solution. And PlayEverywhere software drives the system, guaranteeing the simple and smooth media network operation.



With 23 and 40in displays mounted in netvico's specially designed casings, its solution blended in perfectly with existing elaborate and sophisticated Tegelmann shop fitting concepts. The 46in pillars provide an impressive eye-catcher, underpinning the modern and high quality design of the store right at the entrance. Content is tailored to each individual product section, such as fish, meat or wines, and also combined with current campaigns and special offers. The solution is rounded off with flash logos, welcoming messages and promotional and atmospheric advertising.

Way to go...

For Klinikum Stuttgart, netvico installed two interactive touch screen information pillars to help visitors find their way around this clinic's vast complex. netvico designed a user friendly solution that displays the various routes, buildings and locations at the venue.

The two touch screen pillars, installed at the main and secondary entrances to the clinic, display site plans for all departments and wards, as well as other relevant places such as the admissions desk/pay desk, information area, elevators and the library. Easy to read maps show routes from place to place with all content available in German, English, Turkish or Arabic.

The pillar installed at the main entrance additionally features homogenous LED lighting to direct people quickly to the emergency rooms.

Baking success

Expressively attracting its customers, Esslingen's Zoller bakery opted for an innovative netvico display solution that harmoniously blends in with the design of the shop. Four media panels now inform this bakery's customers about current offers and promotions.

netvico says the secret of this combination success lies in the detail! Under the bonnet, four 40in displays are integrated on the bakery wall. Three LCDs enable content to be updated quickly via PlayEverywhere software and an LED eyelight, with its easily interchangeable graphics adds the vital touch for energy and cost saving.

The sophisticated installation creatively brings together the advantages of the two technologies in a single combined solution, oozing aesthetic and professional expertise.

Finally, Apollo Optik, the chain of opticians, plumped for netvico when it needed innovative LED 'eye-lighting' across all of its branches.

Mounting six of its square LED eye-lights together, netvico created an illuminated area for the optician chain measuring around 1.8x1.2m, with the integrated graphics illuminated from behind the acrylic glass panel.

Power consumption is just 6W per eye-light. Notably, says the company, the innovative LED eye-lights can be combined like modules to create entire lighting panels as can be seen at the Apollo Optik opticians, with the graphics easily changed over as and when required.

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