

SCREEN.

New Technologies GmbH



PRESS RELEASE:

„InAVation-Award 2009, Category DIGITAL SIGNAGE“ goes to SCREEN New Technologies GmbH for the Project „Audi Forum Ingolstadt“

Amsterdam, 2nd February – in conjunction with the ISE (the international Trade Fair for professional audio-visual systems), the **InAVation Award 2009** for the category “Digital Signage” was awarded to the German company **SCREEN New Technologies GmbH** for their project **“Audi Forum Ingolstadt”**.

SCREEN.NT's Managing Director, Achim Hannemann and Marketing Manager, David Fearnley were presented the prestigious award at the Fair's gala evening by Oliver Schwede, Senior Analyst at **Invidis Consulting GmbH**.

The Audi Infotainment System installed by **SCREEN.NT** includes a network of over 30 display stations, designed in part for interactive use by the visitors to the Audi Forum in Ingolstadt, Germany. The displays present all aspects of the AUDI organisation in its Bavarian headquarters, along with live AUDI news, information on tourist attractions in the area, traffic reports and of course an overview of appointments for customers picking up their new AUDI car.

The following factors were listed as decisive in choosing the SCREEN.NT/AUDI project as overall winner:

- Innovative implementation of **SCREEN.NT**'s own **SUNLIGHT Display Technology** (professional LC displays designed for use in direct sunlight conditions)
- Harmonious design incorporation and excellent integration of multi-media components within the different areas of the Audi Forum.
- High quality of execution, meeting the high demands of the AUDI brand.
- Administration of numerous HD contents and live streams via content management software from Scala.
- Successful realisation of the project according to the customer's specifications and deadlines.
- Customer satisfaction

„Visitors to the AUDI Forum can learn everything about the world of AUDI in a highly informative, entertaining and emotional manner“, explained a jury spokesman „Within a very short time, a new level in digital signage has been reached with this Infotainment System“.

Information: www.screen-nt.de

**Further information (also HD pictures) from:
David Fearnley, Marketing Manager**

SCREEN. New Technologies
Gesellschaft für elektronische Bildsysteme mbH
Am Neuen Berg 3
63755 Alzenau – Hörstein
Germany
Tel: +49 (0)6023 / 917 3 0
Fax: +49 (0)6023 / 917 3 18
e-mail: info@screen-nt.de
Web: <http://www.screen-nt.de>



PROJECT INAVATON. Awards '09
DIGITAL SIGNAGE WINNER