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EMECA Digital Business Innovation platform – Indoor Navigation finalists

Five young companies presented their Indoor Navigation systems to the EMECA Digital Business experts at NürnbergMesse. EMECA had called for submission of Indoor Navigation products and services for the exhibition industry. The aim was to identify young companies offering new systems that improve visitor experience and create added value for exhibition organisers, venues and their customers. In addition to the wayfinding system, the applications were expected to offer identification of the right business connections and matching searches with the best suitable goals – be it companies or persons. The technology should be user-friendly, easily accessible and speedy.

Roland Bleinroth, CEO Landesmesse Stuttgart and EMECA Vice President underlines: “All EMECA Members are working hard to be at the forefront with the digital services we offer to our clients. We believe that working with start-ups and young companies and potentially developing new offers together will bring new dynamics. This edition of the Digital Business Innovation Platform was very successful in creating valuable connections between these creative innovators and the exhibition companies who could implement and scale up these new ideas.”

The five companies were chosen out of thirteen entries to presented their systems to the EMECA Digital Business Working Group meeting at NürnbergMesse. The selected companies *Mapwize*, *MobileMinds – Cologne Intelligence*, *Nextome*, *Penguinpass* and *Thinkin* were honoured with a certificate and benefitted from networking and discussions with the EMECA Digital Business experts present at the meeting.

“All systems presented used diverse technical approaches and offered interesting new functionalities. There are three systems we would like to have a closer look at which are promising from the technology as well as from the service point of view. Adaptability, structural and communication features and financial criteria are very important for us,” explains Marko Boscòs, General Manager Bologna Fiere Servizi.

The jury evaluated all products and identified the three outstanding offers: *Mobile Minds*, *Penguinpass* and *Thinkin*. These are invited for the last round of presentations at the upcoming EMECA General Assembly on 5-6 June 2019 at Koelnmesse. The winner will conclude a prototype project with exhibition industry players.

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PRESS RELEASE

“EMECA is very proud to have attracted such a number of high-level submissions to our call for Indoor Navigation systems. The projects presented were innovative, functional with even some use-cases at trade fairs – it is a real option that EMECA Members will explore co-operation with one or several of them”, concludes Barbara Weizsäcker, EMECA Secretary General.

Photo:

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About EMECA

The European Major Exhibition Centres Association (EMECA) unites 22 leading exhibition venues in Europe. The 22 EMECA venues organize over 1,800 exhibitions a year with nearly 410,000 exhibitors and over 40 million visitors on a gross rented display area of over 37 million square meters.

The EMECA Members

Belgium:

Brussels Expo

Germany:

Deutsche Messe (Hannover),
KoelnMesse, Messe Frankfurt,
NürnbergMesse, Landesmesse Stuttgart

France:

EUREXPO – Centre de Conventions et
d’Expositions de Lyon, VIPARIS, Paris

Italy:

BolognaFiere, Fiera Milano, Rimini Fiera,
VeronaFiere

The Netherlands:

Amsterdam RAI, Royal Dutch Jaarbeurs
Utrecht

Poland:

Poznan International Fair MTP Grupa

Portugal:

Feira Internacional de Lisboa

Russia:

Expocentre Moscow

Switzerland:

MCH Group (Basel, Zurich, Lausanne),
Geneva Palexpo

Spain:

Fira de Barcelona, IFEMA – Feria de
Madrid, Feria Valencia

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