

Brussels, 7th June, 2019

Penguipass wins the EMECA Digital Business Innovation platform – Indoor Navigation competition

“Penguipass has been declared the winner of the Digital Business Innovation Platform – Indoor Navigation competition”, announces Maurits van der Sluis, President of EMECA. “After careful evaluation, the C-level decision makers of the leading trade fair organisations in Europe have voted for the solution offered by Penguipass”.

During the General Assembly, taking place in Koelnmesse, the EMECA Members confirmed their commitment to support innovative young entrepreneurs. Three companies – Cologne Intelligence, Penguipass and Thinkin had been preselected to present their offers and technologies. Not only the winner, but also the two other solutions presented, stirred interest among the EMECA Members, so that several pilot projects may be conducted with all three companies to further explore the possibility to collaborate with the exhibition industry.

“We are really glad to have been able to present our concept here” confirms Pietro Allegretti, Founder of Penguipass. “Being a young company, every opportunity counts to launch the new product on the market and the potential collaboration with EMECA Members looks very promising!”

While Penguipass uses its app to turn mobile devices into virtual beacons, thereby, creating a grid that facilitates location-based information and services, Mobile Minds – Cologne Intelligence navigation system is based on visual data and includes a variety of additional services for trade fair visitors and exhibitors and Thinkin works with Bluetooth Low Energy signals and antennas to create accurate location determination, tracking and real-time analytics.

“The three technologies improve visitors’ trade show experience and create added value for exhibitors, exhibition organisers and venue operators,” states Roland Bleinroth, EMECA Vice President Digital Business, “and this is what we were looking for when we launched this call.”

All EMECA members are aware of the challenges start-ups and SMEs encounter when developing and investing into new products. A high share of exhibitors at European trade fairs are SMEs. *“This is why the exhibition industry offers an ideal platform for presenting innovations, exchange insights on R&D and key industry trends and discuss*

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PRESS RELEASE

developments impacting the economy, society and research” concludes Barbara Weizsäcker, EMECA Secretary General.

More information:

https://www.penguinpass.it/index_ENG.html

<https://www.cologne-intelligence.de/augmented-reality-indoor-navigation/>

<https://thinkin.io/>

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Photos:

EMECA Digital Business Innovation Platform – Indoor Navigation winner

About EMECA

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

The EMECA Members

Belgium:

Brussels Expo

Portugal:

Feira Internacional de Lisboa

France:

EUREXPO – Centre de Conventions et d'Expositions de Lyon, VIPARIS (Paris)

Russia:

Expocentre Moscow

Germany:

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

Spain:

Fira Barcelona, IFEMA – Feria de Madrid,
Feria Valencia

Italy:

BolognaFiere, Fiera Milano, Rimini Fiera,
VeronaFiere

Switzerland:

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

Poland:

MTP Poznan Expo

The Netherlands:

Amsterdam RAI, Royal Dutch Jaarbeurs
Utrecht

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