

Vangenhassend



designage®
Digital Signage
Solutions

indoor
outdoor

„Head for the future with designage – individually tailored for target groups, times of the day and regions“

Lvangelienhassan

Systeme
Informationssysteme
IT-Systems
Information Systems

designage®

Design-orientated Digital Signage Solutions from Vangenhassend

Vangenhassend has been an internationally active provider of information and wayfinding systems tailored to corporate design for 25 years. What started in the field of static information and wayfinding systems has been developing towards complete digital signage solutions since the year 2000. Under the brand name of designage, Vangenhassend has been offering design-orientated digital signage solutions since that time.

Vangenhassend offers you complete digital signage solutions, starting with CI-compliant concept development and project planning, hardware and software consultation, designage system lines and selection of components, IT infrastructure, content creation, rollout and assembly, service and maintenance services right through to regional marketing.

The products are characterised by the use of high-quality materials and equally high-quality fabrication. Vangenhassend products bear the quality guarantee „Made in Germany“. Vangenhassend ensures its high product quality with its own manufacturing locations.

The timeless and high-quality product design of the designage systems creates a clear market differentiation that sets them apart from the competition.

Two companies come together.
Screen New Technologies becomes Vangenhassend.

As of 1 June 2014, Vangenhassend GmbH took over the ongoing business transactions of Screen New Technologies Gesellschaft für elektronische Bildsysteme mbH.

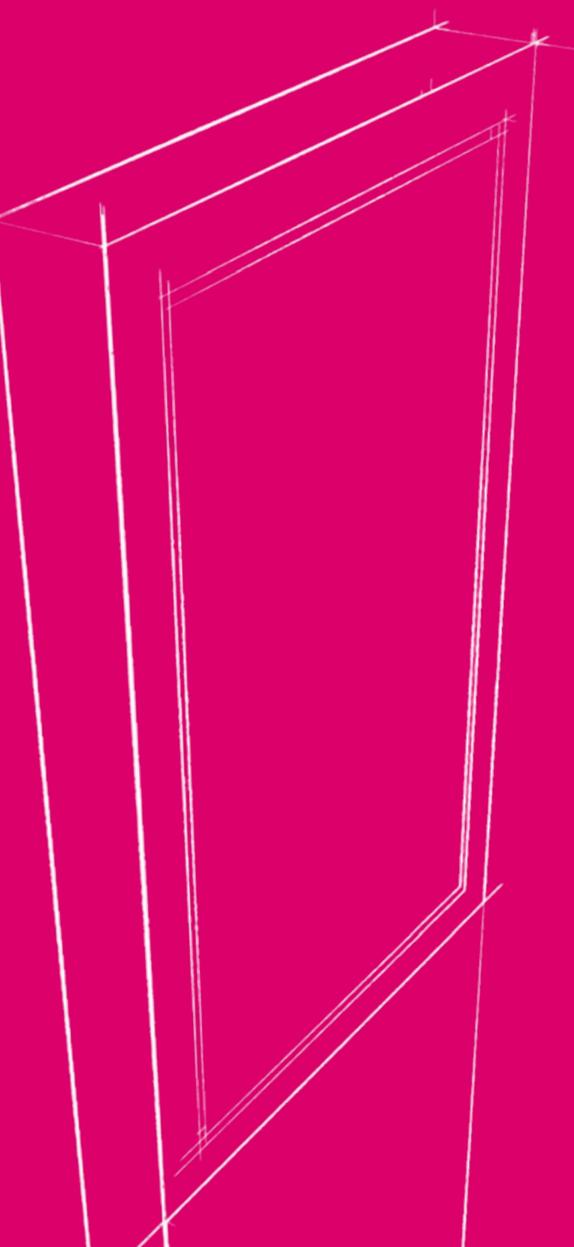
The established product portfolio of Vangenhassend in the fields of wayfinding systems and indoor digital signage has therefore now been expanded sensibly to include the market-leading outdoor digital signage products from Screen New Technologies.

Vangenhassend has filled in an important gap with its new outdoor digital signage segment and completed its spectrum of services as general contractor.

Experience designage live:

Our roadshow truck is on the road for you: we cordially invite you to get to know our brand-compatible, design-orientated systems for indoors and outdoors at a location near you.

designage® indoor



designage® style

designage® mall

designage® lounge

designage® ease

designage® room

One prominent digital signage example is our award-winning designage stele for Lufthansa. 500 steles have already been rolled out in airports and restaurants.

Designage indoor is divided into the five designage product lines: style, mall, lounge, ease and room. Each product line has its own very individual strengths.



Bbreuninger

- 3 Herren Premium Designer
Herren Exklusiv
Herren Luxus Collection
Herren Exklusiv Schuhe
Accessories
- 2 Damen Exklusiv
Damen Luxury Handbags
Herren Premium Selection
Accessories Premium Selection
- 1 Damen Premium Designer
Damen Exklusiv
Restaurant Sanoker
- E Accessories Premium Designer
Beauty Welt
Leatherware
Herren Luxus
- U Damen Schuhwelt
Accessories / Sonnenbrillen
Damen Luxury Selection



designage® style

exclusive, elegant

As befits an exclusive ambience, the designage style stele shines with its all-glass surface and coloured background. This elegant appearance attracts attention as if by magic and guarantees the stele a room-filling presence. designage style – an elegant, striking statement for corporate and brand sources.

The LCD/LED display will make any content in this corpus a real eye-catcher. And you can take one step further by making designage style interactively - with the touch screen version that is available as an option.

The elegance of the stele is supported by the flat design and the intelligent construction that dispenses with visible attachments. The logo presentation above the display guarantees quick recognition. The logo can be presented in many colours and is illuminated with LED – guaranteeing high colour brilliance and clear legibility.

designage style is available in different versions. The installed monitor is an LCD/LED display which is of high quality and suitable for use in professional 24/7 operation.



„Guiding customers efficiently at the POS using tailor-made information and wayfinding systems.“

ICE MEMBER



ahs



BANGKOK

täglich von Hamburg mit Turkish Airlines

32° | Gewitter

ab € 499,-

airlines' best choice

tickets & se

ah

designage® style

exclusive, elegant

- _ exclusive and elegant with its extremely flat design
- _ patented and protected
- _ single or double-sided version (single/twin)
- _ LCD/LED Professional Display 24/7, min. 500 cd/m²
in different sizes
- _ designage PC Player including operating system
- _ front: all-glass surface made of toughened safety glass;
rear-side coating according to RAL classic or with
4c digital printing
- _ rear: aluminium powder-coated according to RAL classic
- _ recess: aluminium powder-coated according to RAL classic
- _ housing: construction material class B1,
in given situations class A
- _ overhaul access: removable rear side
- _ corresponding steles, landscape and portrait format
wall and pendulum modules in various sizes
- _ interactive touch-screen option available

You can find a comprehensive range of additional equipment on the corresponding product data sheet.



designage® mall

robust, highly communicative

The large monitors, 46", 47" or 55", give the designage mall stèle high attention and visibility. The front side is divided into the display and the branding module. The black passe-partout forms the optical frame for the content on the display. In this way, the observer's interest is quickly directed to events on the display.

In the lower corpus area, the branding module always makes the owner and source relationship clear – independently of events on the display. The company or brand logo can also be inlaid and illuminated with LED.

The stèle housing, including the branding module, is made of powder-coated aluminium. The display is protected with toughened safety glass. designage mall was specially developed by Vangenhassend for use in interior rooms with public access. The robust construc-

tion addresses all issues of safety and care such as vandalism, soiling and damage (e.g. caused by shopping or luggage trolleys).

designage mall is also available as an interactive system with a touch screen. The installed LCD/LED display is of high quality and suitable for use in professional 24/7 operation.



- robust and highly communicative for use in interior rooms with public access
- patented and protected
- single or double-sided version (single/twin)
- LCD/LED Professional Display 24/7, min. 500 cd/m² in various sizes
- designage PC Player including operating system
- front: monitor module made of toughened safety glass with passe-partout, colour: deep black, to RAL 9005
- branding module: aluminium powder-coated according to RAL classic
- rear: aluminium powder-coated according to RAL classic
- recess: powder-coated aluminium according to RAL classic
- housing: construction material class B1, in given situations class A
- overhaul access: removable rear side
- corresponding stèles, landscape and portrait format
- wall and pendulum modules in various sizes
- interactive touch-screen option available

You can find a comprehensive range of additional equipment on the corresponding product data sheet.





„Realising professional POS marketing with trend-setting digital signage.“



designage® lounge

premium quality, unmistakable

Award-winning product design

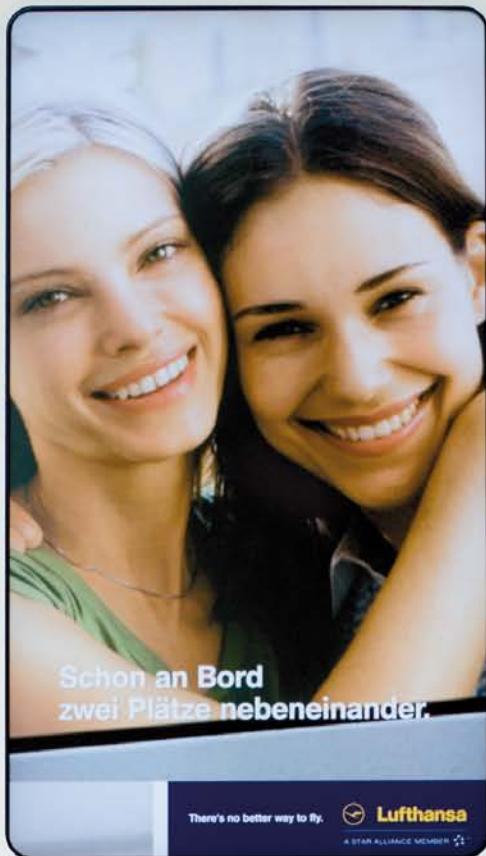
The combination of materials – white glass that is not kept visible and powder-coated aluminium – creates the premium visual effect of the designage lounge stele. The rounded corners give the stele a unique, unmistakable character that can, however, still be adapted to any brand design.

The housing, which can be given an individual design, keeps the corporate or brand design of the stele's owner constantly present – no matter what content is being shown on the display. The company or brand logo can also be inlaid and / or illuminated with LED. designage lounge is available in different versions. The installed display is of high quality and suitable for use in professional 24/7 operation.

- _ high quality and unmistakable in its stele design
- _ patented and protected
- _ single or double-sided version (single/twin)
- _ LCD/LED Professional Display 24/7, min. 500 cd/m² in various sizes
- _ designage PC Player including operating system
- _ front: monitor module made of toughened safety glass with passe-partout, RAL 9016 with a black contour
- _ branding module: aluminium powder-coated according to RAL classic
- _ rear: powder-coated aluminium according to RAL classic
- _ recess: anodised aluminium E6/EV1
- _ housing: construction material class B1, in given situations class A
- _ overhaul access: removable rear side
- _ interactive touch-screen option available

You can find a comprehensive range of additional equipment on the corresponding product data sheet.

„Increasing POS attention with a brand-compatible product design.“



Schon an Bord
zwei Plätze nebeneinander.

There's no better way to fly.  Lufthansa
A STAR ALLIANCE MEMBER



Vattenfall



designage® ease

easy and economical

designage ease is an attractive solution with its clear product design. It is a low-budget version but can still be used in a multitude of ways. In its basic version, designage ease is powder-coated and traffic white according to RAL 9016. Its individual logo inscription means that the neutral white stile is brand-compatible.

designage ease is an easy solution for orientation and the communication of information and advertising messages. The simple, white stile visual draws the observer's entire attention to the dynamic display motifs. The designage ease system line is available in 32", 46"/47" and 55" formats and encompasses the corresponding steles, landscape and portrait format wall and pendulum modules in various sizes.

- _ reduced product design, guaranteed to be economical
- _ LCD/LED Professional Display 24/7, min. 500 cd/m²
in various sizes
- _ designage PC Player including operating system
- _ front: aluminium powder-coated to
RAL 9016, traffic white
- _ rear: aluminium powder-coated to
RAL 9016, traffic white
- _ recess: powder-coated aluminium to
RAL 9007, grey aluminium
- _ housing: construction material class B1,
in given situations class A
- _ overhaul access: removable rear
- _ corresponding steles, landscape and portrait format
wall and pendulum modules in various sizes
- _ interactive touch-screen option available

You can find a comprehensive range of additional equipment on the corresponding product data sheet.



„Establishing new channels of communication with a consistently reduced product design, in an economical and target-orientated way.“

BIKINI BERLIN

Marketing Jahresplanung

02.02.2014

14^{oo} - 16^{oo}

2.305

designage® room

cable-free, flexible

designage room is a digital room sign with design appeal. Even the most modern office buildings frequently do not have a room allocation system that is fast and easy to use. Thanks to a wireless radio connection and battery operation, designage room can be upgraded even in existing properties with little effort.

designage room supports employees with an intelligent, digital room-booking system in everyday office life, especially in team work. Room allocation takes place via existing software systems such as Microsoft® Outlook® or Lotus Notes®. Alternatively, there is a standalone solution available in designage room Designer. Marking can be chosen freely in both words and graphics.

Designage room makes your room allocation more effective. No more double bookings, disturbances or time-wasting room searches. Thanks to the designage interface software you can enter your data quickly and easily, via widespread software systems such as Microsoft® Outlook® or Lotus Notes®, and save time and costs.

The modern design can be integrated perfectly into modern office architecture. designage room can also be used as an advertising vehicle in order to draw employees' or customers' attention to special events or themes.

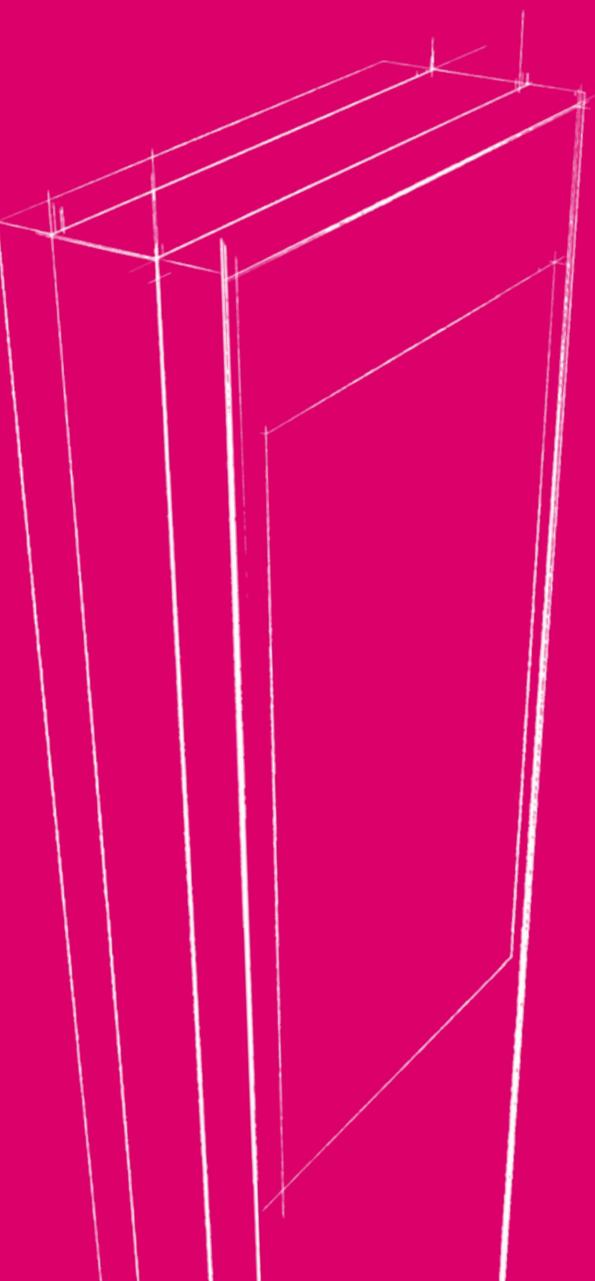
- _ flexible, cable-free assembly through wireless connection and battery operation
- _ size: 184 x 153 mm, rectangular
- _ 6" display, black and white, 600 x 800 pixels
- _ designage room router for wireless transmission (connection via LAN/W-LAN)
- _ designage room control software
- _ designage room interface software (e.g. Microsoft® Outlook® Excel®, XML, industry-specific software)
- _ free choice of fonts and graphics
- _ front: toughened safety glass with passe-partout according to RAL classic
- _ recess: RAL classic coating
- _ housing: construction material class B1, in given situations class A
- _ overhaul access: removable front
- _ including four batteries

„Save time when marking meeting rooms, simply and flexibly, with our digital room-booking system.“

designage® outdoor

designage® urban

designage® geo



New at Vangenhassend: designage® outdoor

Vangenhassend outdoor is divided into two product lines: designage geo and designage urban, which will be available from about the second quarter of 2015 onwards.

Take your digital advertising outside! What has only been available indoors for a long time will now also be possible outdoors thanks to the latest technologies. Demands are high: bright sunlight with UV radiation,

big variations in temperature, wet, damp, frost, heat, dirt, insects, fine dust and vandalism must be withstood.

Digital signage and digital out-of-home (DOOH) products from Vangenhassend are fully developed and robust systems „Made in Germany“ that have been developed and produced by our company. They will also be able to withstand the most demanding of burdens.



B



B
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Das Einzige
SEINER ART.

BREUNINGER, DER NEUE DEPARTMENT STORE
FÜR DÜSSELDORF. JETZT IN KÖ BÖGEN.

15.000 m²
Fashion-, Beauty-
& Lifestyle-Welt.

In aller Munde:
HAUSEIGENE CONFISERIE und
SANSIBAR by Breuninger.

VERKAUFSOFFENER
SONNTAG
am 20. Oktober 2013.

ERÖFFNUNG

Tiefgarage Kö-Bogen

AUTOMAT
KASSENAUTOMAT

Breuninger

designage® urban

stylish, modern

Vangenhassend has expanded its already established outdoor systems with the introduction of the newly developed product line, designage urban.

This is what you can look forward to: as with all other product lines from Vangenhassend, we will convince you with design-orientated and elegant products.

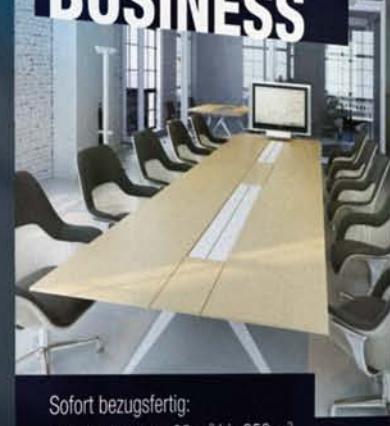
designage urban was designed for urban and rural regions and is stylish, modern and powerful on detail. Its sculpturally straight design creates an appealing presence and draws attention to itself.

Despite the high technical demands such as air conditioning, impermeability and dirt resistance, the product design of the designage outdoor line is surprisingly flat. ►





MORE ROOM FOR BUSINESS



Sofort bezugsfertig:
Büroflächen von 60 m² bis 350 m²
im FORUM BUSINESS PARK

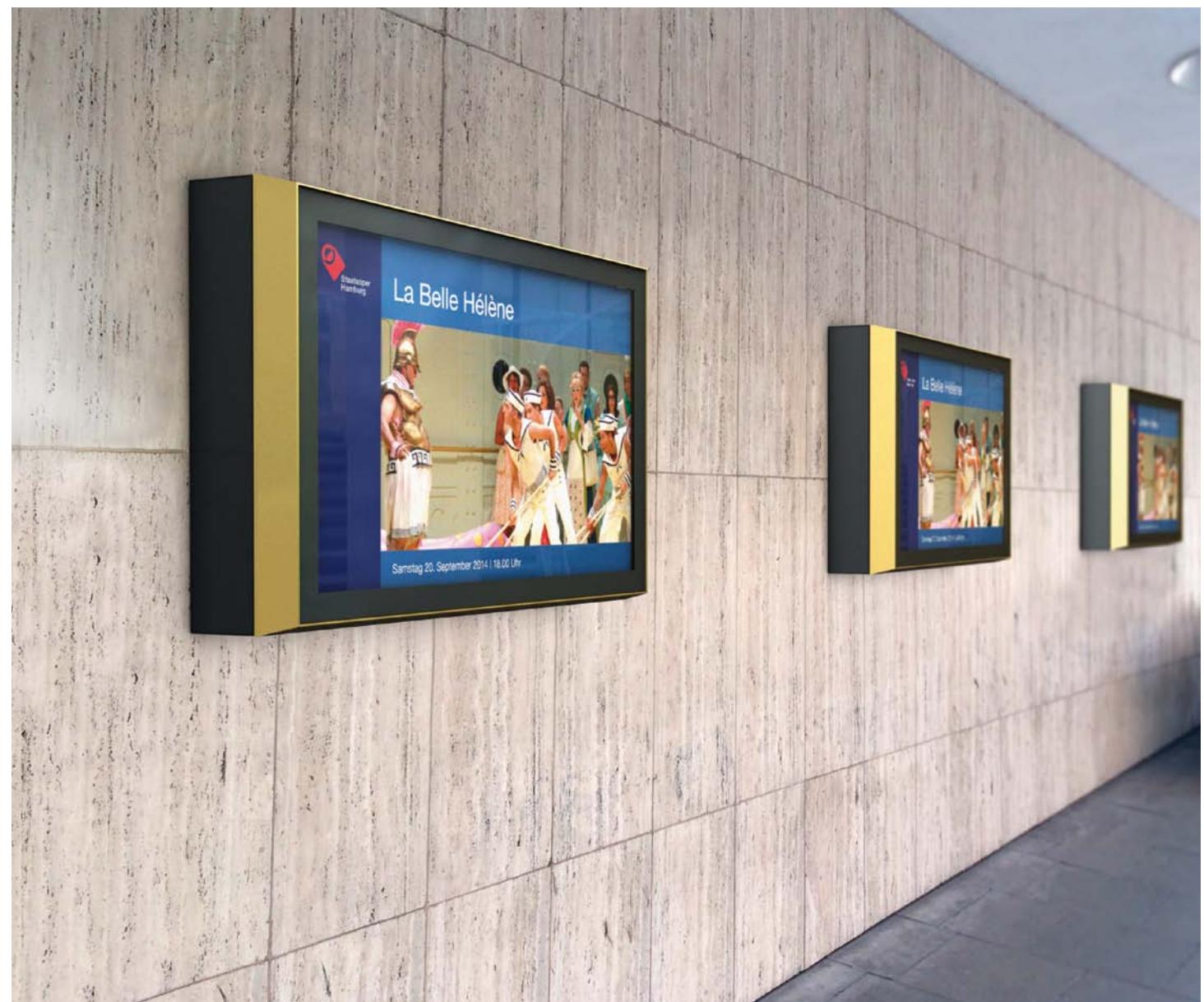


designage® urban

stylish, modern

Here, too, we place great value on high-quality processing, which also guarantees low noise generation.

Use the unbeatable benefits of digital communication as compared to static poster advertising and become stylish, modern and interactive. With designage urban from Vangenhassend you can position your event announcements, advertising, information, general announcements or wayfinding outside and pick up your customers where they need the information. And you can do this, of course, in a way that is right up to date, target group-orientated and specific to the region. designage urban points to the new path of digital advertising.



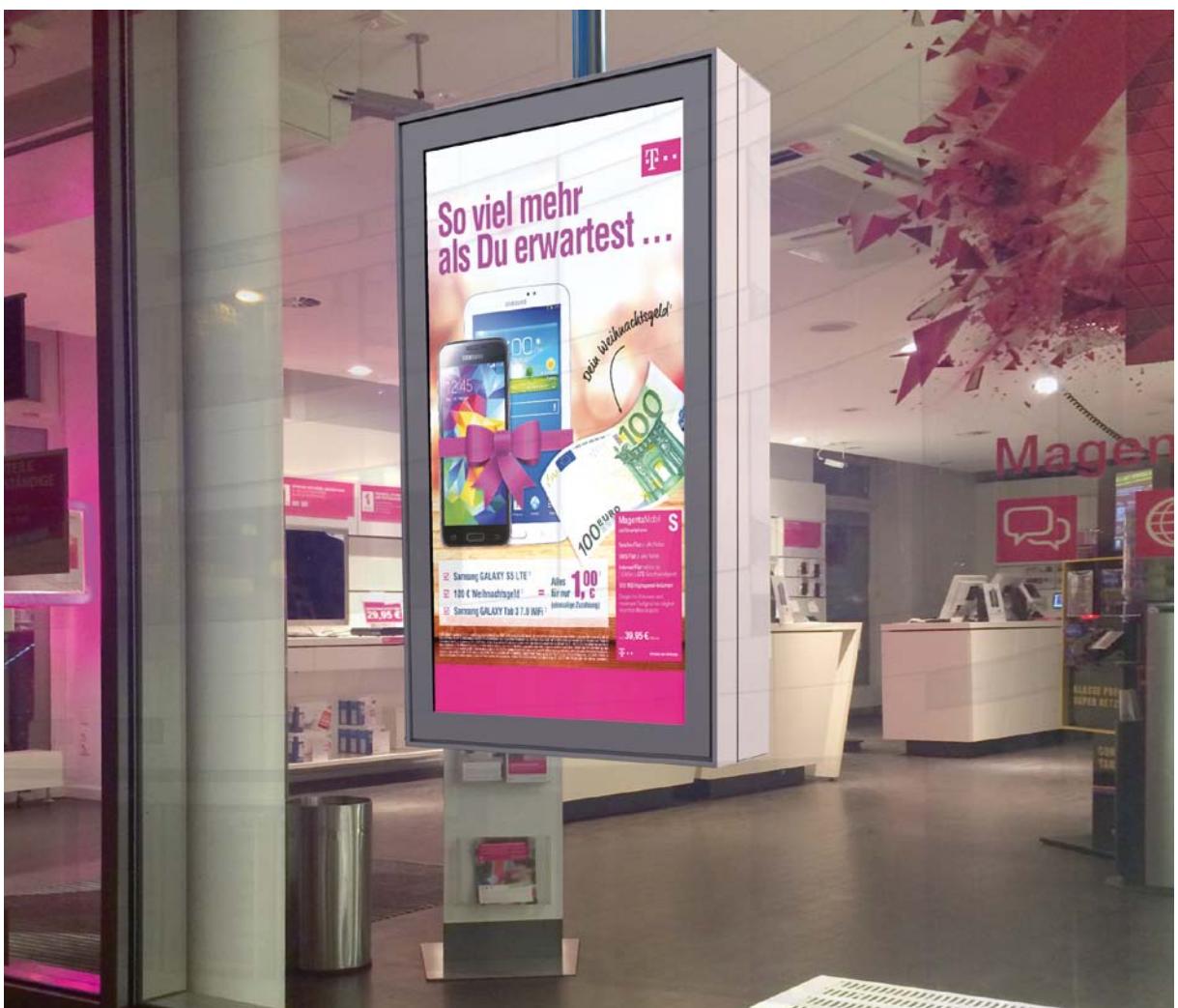


designage® urban

stilvoll, aktuell

- _ stylish, modern and interactive
- _ patented and protected
- _ LCD/LED Professional High Brightness Display 24/7,
up to 3,000 cd/m² in various sizes
- _ designage PC Player including operating system
- _ monitor module made of AR-coated toughened
safety glass
- _ passe-partout according to RAL classic
- _ housing material: aluminium powder-coated according
to RAL classic, construction material class B1,
in given situations class A
- _ housing air conditioning: passive (ventilation, heating)
- _ operating temperature range: -33° to +40° C
- _ water and dust resistant to IP 54
- _ overhaul access: lockable front door
- _ corresponding steles, landscape and portrait format
wall and pendulum modules in various sizes
- _ interactive touch-screen option available

You can find a comprehensive range of additional
equipment on the corresponding product data sheet.



designage® urban

stylish, modern



„Make your digital messages shine outdoors too – with the latest, brilliant high brightness display technology.“



designage® geo

weatherproof, outstandingly bright

Digital signage outdoor products for extreme conditions have an outstanding, unique feature.

This is where the designage product line geo comes into play. designage geo is a tried and tested system line from Screen New Technologies (now Vangenhassend).

No matter whether in skiing areas at heights of over 10,000 feet, on the beach promenade in front of the ocean waves or at extreme temperatures with extremely bright sunlight in desert regions, designage geo is weatherproof, outstandingly bright, moisture resistant, impact resistant, climate-optimised, durable and stable. The in-built high-brightness displays guarantee high-contrast, bright pictures even in direct sunlight.

In addition to optimum legibility, an eye-catching advertising effect is also achieved. The fully air-conditioned, insulated stèle housing protects from extreme environmental influences such as water, fine dust or heat stress.

The product range is divided into one-sided and two-sided outdoor steles that are available in various sizes. These are completed by corresponding wall and pendulum modules and video walls in various sizes.



Screens in metal arches
Photo: ©netvico

Vangenhassend





„Head for the future with digital signage – centrally controlled, target group-compatible, based on the time of day, specific to the region.“

designage® geo

weatherproof, outstandingly bright

- _ weatherproof and outstandingly bright even in the harshest weather conditions
- _ patented and protected
- _ LCD/LED Professional High Brightness Display 24/7, up to 3,000 cd/m² in various sizes
- _ designage PC Player including operating system
- _ monitor module made of AR-coated toughened safety glass, filtered for infrared and UV light
- _ passe-partout according to RAL classic
- _ material housing: aluminium, steel or stainless steel, powder coated according to RAL classic, construction material class B1, in given situations class A
- _ housing air conditioning: full climate control (cooling, heating, dehumidification and insulation)
- _ operating temperature range: -40° to +50° C
- _ water and dust resistant to IP 54/65
- _ overhaul access: lockable front door
- _ corresponding steles, landscape and portrait format wall and pendulum modules in various sizes
- _ interactive touch-screen option available

You can find a comprehensive range of additional equipment on the corresponding product data sheet.



Vangenhassend Digital Signage Solutions



Digital Signage Solutions

A complete high-performance solution

Vangenhassend will accompany you through the stages of analysis, concept, development and manufacture of a suitable product design, the choice of suitable hardware and software, rollout, service, maintenance services and regional marketing. You will get everything you need from us. The best content is of no use if the digital stele is in the wrong place or there is no regular updating or expanding of content.

We will support your project through all its phases and offer you comprehensive services even after the rollout.



1

CI-compliant concept development Project planning

A CI-compliant implementation of your company presentation has a great effect on presence and appearance at the POS/POI. The corporate design-orientated systems from Vangenhassend will strengthen your brand identity considerably. We will give your brand a CD-compatible and eye-catching presentation.

We will work out your individually tailored digital signage solution together with you, including location planning and quantity determination. The project planning phase defines which contents can be communicated sensibly with which system components. Your objectives, target groups and communication contents will decide on the use of the designage components. Should customer attention already be attracted outside the door with a designage outdoor stele, which may attract new customers into the sales rooms? Or is the use of generous designage pendulum modules in the shop window a more reasonable option? Should another stele be positioned in the aisle for interactive advertising purposes?

2

Hardware/Software IT Infrastructure

Vangenhassend can offer you a complete, high-performance, one-stop solution. As a digital signage integrator, Vangenhassend is bound neither to manufacturers nor technologies.

We offer you flexibility with our powerful network of partners and can guarantee you comprehensive and long-standing digital signage competence in the fields of hardware and software. The choice of suitable digital signage software and hardware begins with the definition of your communication objectives and requirements. Displays, software and players - all the designage components are certified for professional 24/7 operation. From large digital signage networks to individual installations, we have solutions for you in our portfolio that are interesting both professionally and economically. The ideal data connection would be via LAN, but WLAN, UMTS or manually via USB are also options.

The designage players are configured, pre-loaded and tested by us in advance so that the first content presentations can be secured immediately on installation on location.

3

designage® selection of product lines and components

Our designage systems are subdivided into designage indoor and designage outdoor. The designage indoor segment contains the system lines of designage style, mall, lounge, ease and room. designage outdoor is subdivided further into the two product lines of designage urban and geo. Nearly all the product lines consist of suitable steles or wall and pendulum modules in various sizes. We will be happy to advise you in your choice of the system line and components that are suitable for you. In addition to our standard products, individual system adaptations are also possible.

4

Content Creation and Content Care accurate, eye-catching

In the field of content we can offer you professional and eye-catching content creation.

Using selected examples of customers, we will show you the great potential of the digital signage content world in a content workshop. We will assume the conceptual content development for you and create layouts of CD-compatible templates for your individual scenarios of use.

As a full-service provider, Vangenhassend will be glad to be there for you after the initial loading of the system for further editorial content care, expansion and updating. Our designage software solutions are designed in such a way that you can also upload to and maintain the systems.

Scope of services

- _ strategic content advice
- _ template creation
- _ layout and text
- _ content design, creation, programming
- _ 3D simulations and animations
- _ content care and updating





Added Value

The digitalisation of industries has far-reaching effects on many business models, product ranges and the value chain. Presentation of offers via printed media alone (posters/brochures) has not been sufficient for a long time.

New, innovative technologies and digital worlds influence industries considerably in the design of their products and offering of various services.

Lead the way innovatively with designage products and reinforce your image as a modern company. designage from Vangenhassend will open up exciting new sales channels to you. Increase customer satisfaction with communication that is specific to the region, based on the time of day and target group-compatible.

Your communication at the POS/POI will become flexible, modern and interactive. In addition to your store range you will have the possibility of drawing attention to further products or services and also communicating information or advertising outside opening hours. You can also use the evaluation of interactive user behaviour to inform yourself comprehensively about your visitors/customers.

Content applications

- _ Advertising
- _ Offer/Product information
- _ Promotion/Coupons
- _ Brand presentation
- _ Orientation
- _ Interactive wayfinding
- _ Latest information
- _ Short-notice announcements
- _ News tickers
- _ Pinboard
- _ Virtual concierge
- _ Fair information
- _ Employee information
- _ Links to social media platforms such as Facebook and Twitter
- _ Customer surveys
- _ Entertainment



5

Rollout, assembly, service and maintenance

We will roll out your digital signage project. Vangenhassend will carry out the entire technical and commercial rollout for you, including the appropriate documentation and reporting.

With an individual service and maintenance contract we will guarantee you availability by telephone in case of malfunctions, maintenance, provision of replacement equipment (displays/players/touch film), quick repairs and overhauls and permanent operation monitoring.

6

Regional marketing

The POS is continuing to gain significance in terms of reinforcing brand image, increasing sales and increasing awareness levels.

The advantage of digital signage here is clear: consumers are reached where they can experience the brand at close hand or are in the process of making a purchase decision. In addition to your own advertising and communication at the POI/POS, you can also use the opportunity to place external advertising. Refinance your investments in digital signage by generating additional advertising revenues through regional marketing.

Vangenhassend will be happy to inform you about interesting marketing possibilities.

Vangenhassend Roadshow Experience designage® live



**Be our guest,
we will come to you**

As part of the Vangenhassend European Road Show we invite you to get to know more about the benefits of designage, the tailor-made, corporate design-compatible, digital and static information and wayfinding systems from Vangenhassend without the effort of making a journey.

Sign up now

- Experience live how you can ...
- _ generate more attention with a trendsetting product design
- _ achieve high recognition
- _ implement new ways of digital wayfinding and digital marketing

We will show you the possible applications for designage in your business.



Contact

Send us your appointment request by email:
info@vangenhassend.de.

We look forward to receiving your call on
+49.211.56 54 96-0.

Vangenhassend GmbH
Hanns-Martin-Schleyer-Straße 3
D-41564 Kaarst
Telefon +49.2131.29 180 - 0
Fax +49.2131.29 180 -10
info@vangenhassend.de