ABUS SECURITY WORLD PRESENTS SECURITY TECHNOLOGIES AND THE HISTORY OF THE COMPANY USING MULTIMEDIA INSTALLATIONS CREATED BY LUCKY LOOK AND MIRABYTE

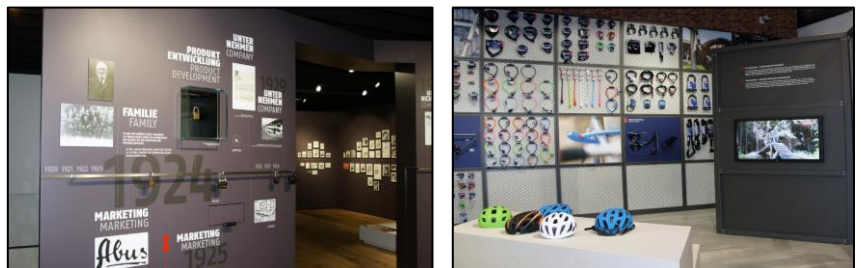Digital Signage Case Study

OVERVIEW

- **ABUS Security World** was opened in September 2015

- Numerous exhibits are presented with state of the art multimedia technology in a 4,250 sqm building

- **mirabyte's** digital signage solutions *"FrontFace for Public Displays"* and *"FrontFace for Touch Kiosks"* enable the professional multi-media presentation

- **Lucky Look** planned and installed state of the art video and audio technology for the exhibition, lecture and conference rooms.

More Information Online:

https://www.mirabyte.com

http://www.lucky-look-media.de

THE ABUS SECURITY WORLD

In September 2015, the ABUS Security World opened to the public in Wetter (Ruhr). Conference rooms, a lecture hall, a spacious catering area and a reception desk are located in the 4,250 sqm large up-to-date building.

The different sectors of the company are presented in a special large theme area showing the entire ABUS product range: from padlocks, helmets and anti-theft protection for any kind of two-wheeler to the latest home security systems and IP cameras. The museum on the first floor represents the ABUS history from 1924 until today. Numerous original exhibits and historic documents enliven the company's history from the year of its founding.

ABUS welcomes its many customers and business partners at the ABUS Security World site, which also hosts multiple trainings events. The entire facility comes with a state of the art multimedia infrastructure. The focus on different key aspects of planning and implementation have been provided by Lucky Look and mirabyte.

Substantial multimedia presentation possibilities without dominating the exhibition

In the ABUS Security World, AV technology is implemented effectively but still discreetly. The aim of the technical planning was to highlight the products' presentation without emphasizing the digital content. Lucky Look has met this requirement in the integral concept—for example with center-fed, discreetly placed speakers. Twelve touch screens, built-in flat without drawing too much attention, deliver information for the visitors.

In addition to the videos, so called "sound showers" provide extra information for the exhibits in the museum. They are activated by the visitors at the push of a button.

"The purpose of the AV integration was to support our product presentations but not to superimpose it. This worked out perfectly with our technology partners Lucky Look and mirabyte."

Dirk Dühlmann-Valdeig, Marketing and Media Design ABUS

"We determined the high and individual requirements in close collaboration and implemented it using professional AV technology."

Gerd Hansbuer, CEO of Lucky Look

Multimedia support for straightforward guidance through the exhibition

The AV installations in the ABUS Security World are designed so that employees who are not in daily contact with the exhibition are able to operate it. Therefore, all information is easy to receive from touch-displays, equipped with small format computers, which can be found in the presentation area as well as in the museum. mirabyte's digital signage software *"FrontFace for Public Displays"* and the interactive kiosk software *"FrontFace for Touch Kiosks"* have been selected for the presentation. A major advantage is that the administration of the software is very easy and it allows the content to be distributed remotely to the screens with a single mouse click.

Flexible presentation on large format displays

The ABUS Security World consists of nine conference and training rooms and a large hall—the conference world—where ABUS delivers presentations and training. The implemented automation systems also allow multiple control options. All operations can be managed by a tablet computer. A speaker can control up to four microphones, the content of the displays or the light settings, including illumination and blinds.

By the way, not a single projector is found in the ABUS Security World: The company has decided to solely use 75" large format displays. Those displays can not only show video content provided by the centralized DLNA server, they also lower the total cost of ownership (TCO), which would have been significantly higher (as ABUS reports) if projectors had been used.

Six-panel-video-wall for flexible presentations and applications

The video-wall consisting of six 46" NEC displays is a notable highlight in the ABUS Security World. It is possible to use all six displays for a single content, but they can also distribute information separately or with presets of some combined displays. *"FrontFace for Public Displays"* can address all these different scenarios. The special requirements of ABUS for the flexible use of the video wall were a special challenge. On the one hand ABUS wanted to be able to demonstrate its IP cameras. The challenge therefore was to simultaneously stream the content of up to six full-HD IP surveillance cameras onto the video wall. On the other hand, it was required to control and switch between different presentations for individual solution demonstrations.

"FrontFace for Public Displays," the digital signage software by mirabyte was able to successfully meet all these requirements efficiently and with minimal effort. As a result, the video wall can be used for the demonstration of the IP cameras, as well as a flexible multimedia presentation space and even as a personalized welcoming screen for visitors to the exhibition. Because of these multiple operations, the easy-to-use functionality is of prime importance. Thanks to the flexible "remote control" function of the *FrontFace* digital signage solution, the video wall can be fully operated by a simple control interface via smartphone or tablet.

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About ABUS

Since 1924 ABUS has cared about the "great feeling of a safe home." The products of the German quality manufacturer distinguish themselves by high reliability, a long life cycle and simple operation. In order to meet the growing needs of private and commercial users, ABUS has a wide range of products offering unique security solutions for home, mobile and commercial safety. ABUS August Bremicker Söhne KG, ABUS Security-Center GmbH & Co. KG, ABUS Pfaffenhain GmbH und ABUS Seccor GmbH all belong to the independent group, located in Wetter/Ruhr and operating worldwide.

About mirabyte GmbH & Co KG

mirabyte ® (founded in 2005) is a privately owned, independent software vendor (ISV) based in Hamm, Germany with innovative products and services ranging from digital signage and interactive kiosk systems to graphical user interfaces and Web technologies. mirabyte solutions and products are used successfully by clients from various sectors worldwide.

About Lucky Look GmbH

Since 2001 Lucky Look has been a provider of professional conferencing, presentation and collaboration solutions. Many solutions have been successfully integrated for various customers. With dedicated products and a large network of solution partners, Lucky Look is able to meet their customer's demands. Their professional cooperation and their richness of ideas are highly valued. Lucky Look effectively delivers the right choice of products and offers professional and integrated services from planning and realization to maintenance.