



Confcommercio Milano

Ricoh's high-tech digital signage solution replaces paper-based signage

Relevant and up-to-date meeting information presented to visitors

The fusion of art and innovation

Confcommercio Milano - Milan's union for culture, trade and tourism - asked Ricoh to develop a digital signage system for its prestigious conference centre, located in the Palazzo Castiglioni, on the Corso Venezia in Milan. The digital signage system is used to communicate event information.

The Palazzo Castiglioni is a historic building, decorated in an art nouveau style. A fabulous setting for conferences and exhibitions, the Palazzo Castiglioni fuses history, culture and art with technical innovation. Confcommercio Milano's high-tech facilities are used by businesses and institutions.

Dynamic digital solution

Confcommercio Milano boasts a 2,600 m² exhibition centre, a well-equipped conference room with seating for up to 800 delegates, and numerous smaller meeting rooms. Before the implementation of digital signage, welcome messages and event information were displayed using paper-based signage.

The production of paper-based signage was costly, and the production process did not support flexible content management. Confcommercio Milano required a modern and dynamic digital solution that would complement the impressive surroundings and improve event communication.



86"

stretched display is a focal point for visitors

"Ricoh is a key partner. They are flexible and develop projects based on our specific needs. What is more, they allow us to forget the complexity behind the solutions."

Antonio Tascoe, Head of Purchasing,
Confcommercio Milano Union,
Lodi, Monza and Brianza

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High-tech display panels

Ricoh was already a partner to Confcommercio Milano, having implemented the union's new IT infrastructure and supplied interactive whiteboards. Ricoh also supports the union's print environment, managing its 250-machine multifunctional printer fleet and servicing the production printers that are used in its print centre.

The collaborative partnership extends to digital signage. Ricoh analysed Confcommercio Milano's requirements and developed a centrally managed solution which enables event information to be updated in real time and displayed on high-tech digital panels designed to complement the art nouveau décor.

Real-time multimedia control

Ricoh's multimedia signage, which includes a stretched 86" display and a number of discrete 55" panels, welcomes visitors and directs them to their conference rooms. Outside the conference rooms, neatly framed panels are used to confirm meeting arrangements and display company logos and other relevant information.

Voome Jade software is used to manage the signage. The cloud-based platform, which is supported by Ricoh, can be accessed remotely and provides centralised, real-time control over the signage and its multimedia messaging. The solution enables Confcommercio Milano to display relevant and up-to-date event information at the point of need.