

Ströer equips his outdoor advertising spaces with beacons for dmexco

Cologne, 01 September 2014 Ströer has equipped 35 outdoor advertising spaces around the Koelnmesse exhibition center with beacons made by intelliAd. Visitors to the exhibition who have the current version of the dmexco app installed on their smartphone and the Bluetooth connection activated will receive messages from the exhibition organizers and vouchers directly to their smartphones. The event organizers have included simple trigger functions in the dmexco app for this purpose. The beacon technology used is compatible with Apple iOS and Android.

The aim of the new offering is to further optimize dmexco's services for visitors to the exhibition and exhibitors. **“The primary aim of the beacons is to provide targeted information about presentations that are about to begin and news about the event to visitors,”** said Frank Schneider, dmexco's Director Marketing, Sales & Operations.

Ströer has provided the necessary equipment in the form of its advertising media. **“As a provider of infrastructure, we are capable of making a city's hot spots digital – which also makes them interactive – by equipping our outdoor advertising spaces with beacons”,** explained Christian von den Brincken, Head of Business Development at Ströer. **“At dmexco we will demonstrate new ways in which our systems can be used for targeted customer contact.”**

About Ströer

Ströer Media AG is a leading provider of online advertising and out-of-home, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting new standards for innovation and quality in Europe and is thus opening up new and innovative opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites and more than 280,000 out-of-home advertising faces. With consolidated revenue of EUR 634m for the full year 2013, Ströer Media AG is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,300 employees at over 70 locations.

For more information on the Company, please visit www.stroeer.com.

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