

Press release
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World Market leader engages Viennese multimedia experts **KRONES: A 21st Century Red Carpet for Visitors**

Vienna firm checkpointmedia Multimedia Produktionen AG creates innovative welcome in the foyer and the museum for Krones, world market leader in bottling and packaging technology - the digital hit: the high-tech multimedia welcome for visitors

Using sophisticated 21st century multimedia technology, the Vienna firm checkpointmedia Multimedia Produktionen AG has made entering the company headquarters of Krones AG in Neutraubling a unique experience. The innovation: this 21st century foyer makes it possible for every customer to receive his or her own personal welcome.

Tailor-made Videos for Every Visitor

Visitors to Krones' head office are greeted by a line of five monitors standing on end. Their attention is captured by fluids in motion that exert a mesmerising influence: a drop of water bursting on impact, a wine-glass being filled, coca-cola fizzing or oil seeping. Fascinating macroscopic images set the tone so that every visitor, client or supplier is soon ready to "go with the flow" at Krones.

Technology specially developed for Krones by checkpointmedia makes it possible to produce these films in less than 15 minutes, tailor-made to suit each individual visitor, who therefore receives his or her own personalised welcome: a client from the dairy industry, for example, can see milk running in slow motion across the monitor. For a brewer, images of the finest, golden ales flow across the screens, while a sales representative of a soft drinks company sees coca-cola fizzing.

The technology behind these presentations is simple: a Krones employee can compile a clip using ready-made modules, texts, photos and video sequences, that then appears on the screen for the visitor to see. Says CEO *Volker Kronseder*: "This is how we greet our guests. Our motto is what everyone in the USA knows: You never get a second chance for a first impression."

The Foyer, a Company's Calling Card

"An increasing number of companies are turning their attention to the design of their foyers," says Stefan Reiter, checkpointmedia's CFO. "They are every company's 'calling card' and are decisive in shaping the first impression a visitor gains of the company offices." To this end, checkpointmedia designs multimedia elements in foyers that not only present the company but can now even "communicate" individually with anyone entering the building.

Innovations with a History

Another highlight for visitors to Krones is the new company museum. The history and technical developments made by Krones over the last 50 years are displayed on some 200m² of floor space. The multimedia specialists at checkpointmedia Multimedia Produktionen AG created key elements of the exhibition. One of the most impressive items is a 30-metre-long display wall which, besides short texts, images and original artefacts, also contains eight monitors that act as "moving photos" recounting the history of Krones. The museum is open for employees and visitors (by appointment only!) on working days from 7 a.m. to 8 p.m.

checkpointmedia Multimediaproduktionen AG

The Viennese company checkpointmedia AG was founded in 2001 and specialises in the creation of multimedia for particularly challenging audio and video projects. One example is the redesign of the five Chambers of Wonder at the Swarovski Crystal Worlds. The design of the multimedia installations for the Mozarthaus in Vienna and the visitors' centre in Vienna's parliament building were similarly challenging. For both these projects, checkpointmedia was awarded the Austrian State Award for Multimedia. The company won the German Multimedia Award for the interactive Mayday Bar in "Red Bull Hangar 7" at Salzburg Airport.

For further references and printable photos for free download, go to:

http://www.checkpointmedia.com/downloads/cpm_Krones.zip

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