

## Barcelona International Convention Center, Spain

Unique experiences across the board with digital signage oriented towards the future.

The Barcelona International Convention Center (also known as CCIB) is the centerpiece of one of the city's newest high-tech and business districts. Located by the Mediterranean coast, the Center, consists of two buildings of great architectural value: the Convention Center building, designed by Josep Lluís Mateo and the Forum Auditorium, designed by Herzog & de Meuron.

With the 3000-seat auditorium and a surface area of 100'000 m<sup>2</sup> that can be distributed across 46 halls and rooms, the CCIB hosts conventions, congresses, fairs, and shows on an international scale and since its opening, it has welcomed more than 6 million delegates. CCIB is itself part of Fira de Barcelona, which forms the second largest trade fair and exhibition center in Europe.

[SpinetiX digital signage technology](#) has become part of the Center's DNA in CCIB's strive to provide event organizers and delegates with unique guest experiences in a privileged, modern, and cosmopolitan location equipped with the very latest technology. Digital Signage also lies at the core of the Convention Center's vision to provide clear messaging about its contribution to the local community and its socially responsible status as an organization.

## Challenges

Audio-video equipment, including digital signage is an essential part of the Convention Center's offer to its customers – event organizers. In addition, digital signage is used across the CCIB offices to facilitate marketing initiatives for visitors as well as internal communication to staff.

As such, the digital signage installation at CCIB venue and offices had to answer to the following requirements:

- **Help event organizers go beyond traditional printed signage** serving as a means to plan and update engaging content in advance and on the fly – before and during events
- **Provide the ability to publish content centrally** from a single location
- **Facilitate the display of different content at different locations** ranging from speaker information to wayfinding to marketing communications
- **Easily integrate customer-supplied content with various and unique dimensions and resolution on any display** and as per the client's requirements
- **Add a modern layer of technology and a friendlier face on top of the already existing emergency alert system** of the venue
- **Serve for demonstration, marketing, and internal communication purposes** at CCIB's office spaces
- **Be flexible and scalable enough** to accommodate the Center's vision for future expansions of the system

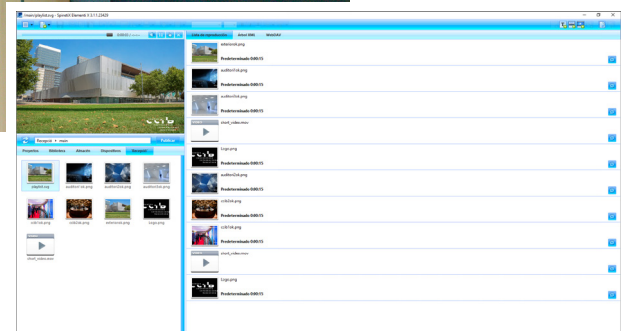
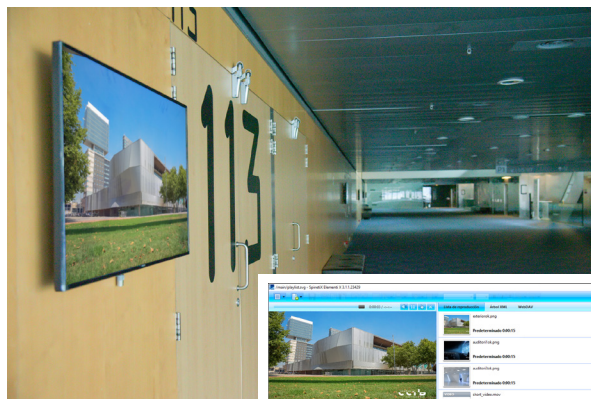
## Solution

With its venue's modern architecture, unique setting, and high-tech offer, CCIB is known for offering first-class services that can fulfil the requirements of any kind of event. Digital signage is no exception, and the SpinetiX Complete Digital Signage Solution forms a key element of the Convention Center's service offer to event organizers.

### Flexible Centralized Content Management with Elementi Digital Signage Software

Elementi digital signage software is used to create and configure content, as well as schedule and distribute it from a single centralized spot to the multiple screen locations across the venue and office spaces. Content distribution is managed by CCIB's own IT department.

The Elementi software provides the needed flexibility to respond to custom requests from event organizers. More often than not, event organizers have their own ideas about screen content and provide the raw materials to the Center's IT department. In turn, IT uses Elementi to distribute the images, videos and other content provided by the customer to fit perfectly across up to 50 different locations with different display sizes. The same centralized spot with Elementi installed is used to create and publish marketing and internal comms content to the Center's office spaces.



*“ Event organizers need to make last-minute changes right before and even during events. It is indeed where digital signage comes into play and where its benefits start to shine.”*

DAVID JIMENEZ  
Head of Marketing & Communication, CCIB

## A Fleet of Robust SpinetiX HMP Players

[SpinetiX HMP digital signage players](#) installed on-site ensure reliable content distribution across the CCIB venues and offices and work seamlessly with the Elementi software. First deployed in 2014, the fleet of HMP200 now numbers 50 players – each installed behind a 43” to 45” display. Engineered in Switzerland and assembled in Germany, SpinetiX HMP players are known for their robust fanless form factor and professional performance. In fact, for the 8 years that some of the HMP players have been part of the CCIB digital signage installation, none has ever malfunctioned or even required maintenance.



## A Socially Responsible Vision

A convention center is like an island, bringing people from all around the globe together to a single local spot. As such, CCIB does a lot in popularizing its home city abroad to the more than 6 million delegates that the center has hosted so far. Digital displays throughout the venue and offices are often reserved for information about the area and the city intended for both event organizers and delegates.

In addition, the Convention Center creates local jobs and stimulates the local economy by generating business for the hotels and shops around. Digital Signage lies at the core of the Convention Center’s vision to provide clear messaging about its contribution to the local community and its socially responsible status as an organization. Large outdoor display installations aimed at local passers-by are only part of that vision for the future expansion of the digital signage system at the center.

## Interoperability with 3<sup>rd</sup> Party Systems

The open-source nature of the SpinetiX solution ensures that it brings a vast potential of integration with third-party technologies. In the example of CCIB, the Convention Center uses the digital signage installation as a supporting system to the emergency alert installation.

This ensures that all screens will be turned on and display the desired visual message indicating the emergency type and nearest exit. The system is deployed at a push of a button and gives a user-friendly face to the already existing emergency alarm system.



## A Scalable Future-facing Installation Evolving with the Needs of the Center

It is not only due to their robust nature, that the components of the SpinetiX Complete Digital Signage solution are bullet-proof. The digital signage system installed at the Convention Center also allows for future expansions to be done effortlessly. New SpinetiX hardware, for example, integrates seamlessly with the already existing Elementi content management system. The SpinetiX solution allows CCIB to envision expanding the system and offer more services around digital signage in the future to event organizers. Upgrading to the latest in line HMP400 players with PoE+ support would also allow to supply power to players directly via ethernet, eliminating the need for multiple electrical outlets around screen locations. This ensures more flexibility, especially across locations in the venue that features more ethernet outlets than electrical ones.

Also envisioned is the delegation of content creation and management to more people from the marketing team for screens located at the Center's offices. For the purpose, with its intuitive multi-user management and interface and its ability to work interoperably with Elementi, SpinetiX ARYA cloud is an ideal addition to the existing system.



*“ The digital signage system by SpinetiX is part of our DNA. It provides everything, from informational displays in our venues, to marketing screens in our offices, to a support to our emergency alert system.”*

**SERGI PALLARES**  
Head of IT  
Barcelona International Convention Center

## Unique Location-based Experiences for Event Organizers, Staff, and Delegates

The digital signage system deployed across the venues of the Barcelona International Convention Center provides rich visual experiences to both delegates and event organizers, as well as the convention center's staff and visitors in the adjacent office area.



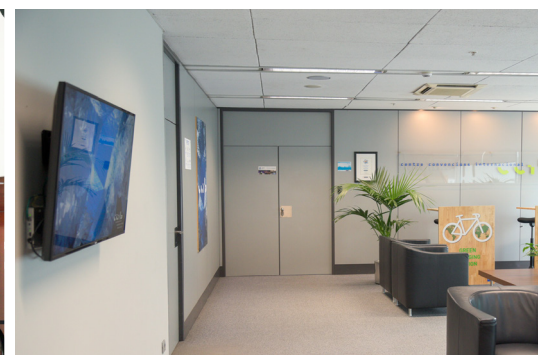
**In front of conference rooms**

Screens located in front of conference rooms display information about the speaker, time in session, daily agenda and more. The system is designed so that information can be updated last minute due to unexpected changes.



**In hallways**

These displays are often found in groups of three or as stand-alone screens and are designed to show general information about the venue such as wayfinding, information about activities in the area around the convention center, as well as health and safety information.



**Across office spaces**

CCIB also uses screens in the adjacent office area. Displays located at the reception and office spaces are designed to serve marketing messages about the venue's offered services. They are intended for guests and potential customers of the center. Space is also reserved for internal staff communication. In the future, more participation from staff in creating and managing content on these displays is envisioned.



## Results

### A solution that has become part of the DNA of the convention center

Providing everything, from informational displays across venues, to marketing screens in offices, to an emergency alert system, and being at the core of the service offering of CCIB, the digital signage installation by SpinetiX has become an inseparable part of the convention center.

### A system that is flexible enough to answer customer needs

The system is robust and flexible enough to execute any content requirement from customers or staff and publish custom media materials easily across the network from a centralized location.

### A scalable system oriented towards the future

Highly open to integration with third party systems and a modular end-to-end solution, the digital signage system at CCIB is designed to grow and evolve with the Convention Center's needs. It is part of the vision the Center has around its current and future service offer and communications strategy.

### A system which requires minimum to no maintenance

Thanks to the simplified installation featuring fanless dustproof design and professional highly robust equipment, the system has been in operation for close to a decade with minimal to no maintenance. A seal for the reliability of the SpinetiX solution.



END-CUSTOMER  
[Barcelona International Convention Center](#)

## NOW IT'S YOUR TURN

Don't leave without becoming a SpinetiX insider! [Subscribe to our newsletter](#)

[CONTACT US](#)