

weight watcher

DAS SEILLAST-MESS-SYSTEM



INNOVATION AT ITS BEST

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Modern elevators are being ever more closely integrated into the building and this, in turn, has an influence on the exchange of information. The lift is becoming increasingly a component in the overall system represented by the building which, in turn, is often fitted with capacities to handle higher-level management and administration functions. Presented at the Interlift was the Liftscreen system, a joint project completed and presented by LiftEquip and Dataworx.

Information and entertainment in the elevator – More than just a plaything?

The transition from an industrial society to the information society is in full swing. Structures in society are changing and a catch phrase like "dematerialization of value addition" is certainly no longer just trendy sayings.

Absorbing vast amounts of information has become a part of everyday life, and not just in the business environment. 24-hour news channels provide continuous updates, the exchange ticker runs below the weather report and municipalities advertise public hotspots for Internet access throughout the town, while navigation systems help avoid traffic jams and construction sites. Keeping us right on top of current events has become standard service. As a consequence, the print media find themselves more and more in retreat. The advertising poster has be-

come digital, the newspaper arrives by e-mail, public transit schedules are controlled electronically. The negative aspect of this flood, and indeed explosion, of information needs to always be controlled through sensible presentation concepts. People today want information that is comprehensive, entertaining and, above all, not "pushy". Situations like riding in an elevator offer many possibilities in this regard and passengers are, in addition, in a state of maximum attentiveness. One could go even a step further and claim that whenever there is more than one passenger in a car an information display represents a welcome "diversion". At the same time existing elements such as the floor indicator, labeling for the landings and notices can be combined. Elevator manufacturers and building operators have recognized this need and are now responding with interactive systems which tastefully guide, inform and entertain passengers and visitors.

LiftEquip and Dataworx have developed a system for this purpose, one which in addition to pure information presentation also takes account of the particular interfaces to the system which the elevator represents, regardless of which controls are used to run the elevator.

"Liftscreen" – the multifunctional floor indicator with added value

The Liftscreen system was presented this year at the Interlift in Augsburg. The system comprises a TFT display made to be installed in the wall of the car and an integrated video player or computer; it may also replace the existing level indicator next to or above the door. A wide variety of content such as graphics, video clips and ticker news can be displayed. In addition, the system handles the graphic floor indicator function, showing the car's position and direction of travel. Depending on how elaborate a system is selected, the floor indicator can also evaluate other messages and respond accordingly. Conceivable here are special messages such as overload condition, destination-dependent information, switching on a video signal in case of a malfunction, etc.

Liftscreen is available in two versions. The basic version comprises a video player to show graphics and clips in DVD quality. Using USB stick as the storage

medium makes it simple to update content. The standard display is superimposed on the video signal. Content dependent on the selected destination is possible, as are films running in a continuous loop.

The deluxe version with its integrated computer provides even more extensive features, including Internet pages, Flash animations, live tickers and many more. The client-server architecture and Internet access make it possible even to set up complete networks. Distance is no longer an obstacle. A hotel chain, for example, could manage all its displays, all around the world, from a single central location. The software developed especially for Liftscreen makes it possible to group displays which share a common theme so that programming has to be prepared only for a group and not for each individual display. Software use is intuitive and uses playlists, weekly schedules and a calendar function. The consistent employment of Web technology makes it easy to outsource this function to external service providers (such as advertising agencies).

Sense or senseless?

Naturally, manufacturers of such systems will have to bear the question as to whether there's really any practical utility for such equipment in the elevator. Anyone who takes a closer look will automatically come to the – hardly surprising – conclusion that the effect of systems such as this will depend entirely and solely on the content presented. One very important factor to be kept in mind is the amount of time passengers spend inside the elevator car. If the messages are too long or too complicated, then there is a danger that the car will be blocked in order to "just read this to the end". On the other hand, the "embarrassing silence" in the car when traveling with strangers can be reduced considerably. Vandalism (defaced walls and the like) resulting from simple boredom is avoided and this is a cost factor which should not be underestimated. Changing out the signs identifying tenants at the floors was fairly costly in the past. This system makes modifications possible



1) Dataworx GmbH

2) LiftEquip GmbH

without even having to be present at the elevator. But not only is it possible to reduce a variety of ongoing costs in this way. Suitable advertising can refinance the system, in whole or in part. What firms who rent space in the building wouldn't be interested in drawing attention to their own products and services? And this is just one example of many. That is why suitable concepts for building operators are a part of the spectrum of services offered by LiftEquip.

Last but not least, Liftscreen is also a prestige item which indicates the building owner's willingness to embrace innovations. The elevator ride is often the first and last impression which customers and visitors have.

With the Liftscreen you can phase your investment, scaling the system up later to match your customers' wants and needs. The system thus offers an interesting package of solutions for operators of hotels and convention centers, since content can be shown in information displays at various locations through the building.

In summary

In both its versions Liftscreen offers a high-quality display with forward-looking functions and features. They will enhance any elevator car. The deluxe version offers capabilities for setting up a complete building information system and for feeding current content by way

of the Internet link. The Liftscreen deluxe version is suited above all for large office complexes and for chains, as well, such as hotels and department stores. The installation locations are by no means limited to the elevator cars. It would be possible, for example, to combine destination-related content with the standard display and to depict any other desired information at the landings or in the lobby. Using a touch screen is even conceivable. The system's great flexibility eliminates any barriers to creativity.

Where the building being outfitted is not so large or where an Internet link is not necessary, then the operator will find in Liftscreen basic an economical alternative which is no less attractive.

