

(**STYRIAVERSUM**

Interactive Foyer in the Styria Media Center Graz

STYRIA MEDIA GROUP

A multi-media business card

The STYRIAVERSUM is the result of cooperation between Styria Media Group and Ars Electronica Solutions on the development of a multi-media corporate presentation for the Styria Media Center in Graz, which was officially opened early in 2015.

The STYRIAVERSUM invites visitors to the Styria headquarters to immerse themselves at a variety of levels in the media and brand portfolio of the Styria group of companies. The corporate presentation dynamically conveys visual and textual content in the spacious and publicly accessible foyer area.

The four modules of the STYRIAVERSUM - the MEDIA WALL, the iLOUNGE with MEDIA TABLE and STYRIA TABLE, the HISTORY BOOK and the STYRIA PILLAR - interrelate in a multitude of ways and present enormously varied data, facts and themes from Styria's media world.

Serving as a multi-media business card, the STYRIAVERSUM describes the unseen contributors behind Styria Media Group, what it produces and achieves, the group's roots and outlook and how it works.

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ARS ELECTRONICA SOLUTIONS

Media art and knowledge transfer

Ars Electronica Solutions, Ars Electronica's newest division, creates customised solutions for a variety of interactive products and new ways of transferring knowledge.

Styria Media Group AG is one of the leading media organisations in Austria, Croatia and Slovenia. Responding to the tender to design the foyer for the group's new headquarters in Graz, issued late in 2013, Ars Electronica Solutions beat international competition with its concept.

The foyer, covering an area of 390 m², becomes the STYRIAVERSUM brandland which, from early 2015, invites visitors to discover the multi-faceted world of Styria by means of interactive exhibits.

Ars Electronica Solutions is proud of its media art installation at Styria's corporate headquarters, which receives its content from a variety of sources within Styria Media Group. This involves information being called up either automatically or, where necessary, arranged in a flexible Content Management System.

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MEDIA WALL



MEDIA WALL

The Media Wall consists of five columns with a total of 27 screens, which offer visitors to the Styria Media Center a variety of interactive options. In idle or passive mode, the Media Wall depicts the entire range of Styria Media Group activities on a stylised map. At the centre of this visualisation through media art are the preparation, processing and editing of current news. In this mode, the Media Wall is connected to Styria news portals via automatic interfaces.

As soon as anyone approaches the Wall, motion sensors switch the corresponding screen column into active mode. Information tours guide viewers through the multi-faceted corporate world of Styria Media Group. In this context, each of the five columns is dedicated to a special topic area: books and audio-visual media - Styria Holding and services - daily newspapers - weekly newspapers and magazines - digital offers.

The Media Wall can also be called into action as part of guided tours, with the guide running a selected presentation from a tablet and controlling it interactively (presentation mode). It is also possible to display large-format images and (live) videos, allowing a graphical presentation of events taking place in the foyer (event mode).

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MEDIA TABLE



MEDIA TABLE

At the Media Table it's possible to get to know and explore the brands and services of Styria Media Group in a compact format, with language options of English, German and Croatian. Three touchscreens enable navigation through a great deal of information about all Styria subsidiaries. Here info pages, statistics and websites provide plenty of things well worth knowing. Using the "Send to Wall" button, it's possible to take a screenshot of the current page and transfer it to the Media Wall. Hearing cups relay websites' video and audio content as well as "Antenne Steiermark" and "Antenne Kärnten" radio feeds, thereby providing an audio background.

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STYRIA TABLE



STYRIA TABLE

A table is the classic presentation surface - ideal for the wide range of Styria Media Group print products. Through a simple procedure, the Styria Table can be dismantled in two and transported, enabling its use as an eye-catcher at trade fair displays for example. Comfortable seating stones around the Styria Table invite people to linger a while and read.



HISTORY BOOK



HISTORY BOOK

The interactive History Book offers an exciting insight into the history of brands, corporate development and events. What appears at first sight to be an empty book is awakened by touch and, by means of projection, fills up with countless historical newspaper pages and explanatory comments in English, German and Croatian languages. Via the interface it's possible to call up historical facsimiles of Styria's "Die Presse", "Kleine Zeitung" and "Večernji list" daily paper brands as well as Styria's corporate history.





STYRIA PILLAR

The Styria Pillar is the digital advertising pillar of the STYRIAVERSUM and serves to mediate current information. Individual screens on this installation provide access to Styria Media Group's Austrian and Croatian daily newspapers. Additional screens display video content generated by Styria subsidiaries. Also available via certain of the total of 18 screens are dashboards, which document the traffic on Styria portals, along with current announcements. Thus the traditional news and poster pillar has advanced to become an interactive screen pillar.

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