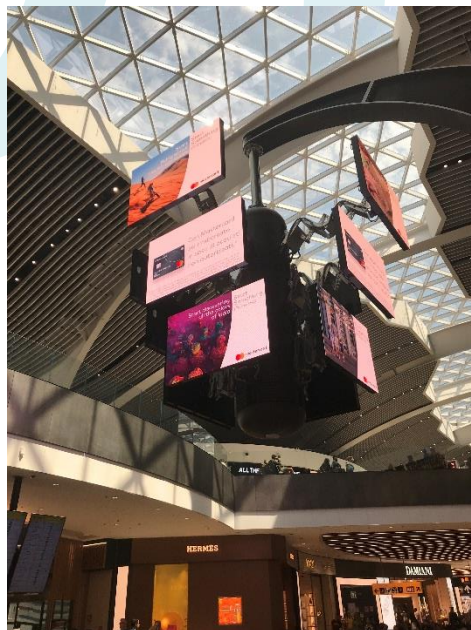


Press Release Simtec Systems August 2018

Simtec presents ScreenFLITE[®] - the new dimension of eye-catching

Simtec has developed a unique media information system for the Aeroporto di Roma. The system is called “Le Chandelier” and is installed in Terminal 3 at Rome Fiumicino Airport. Clear Channel Italy as Simtec’s customer and Samsung as launching advertising customer and supplier of the LED display are the key players in this project.

The ScreenFLITE[®] is the world’s most spectacular advertising system within an airport. The huge digital sculpture with mobile LED screens was placed within the Leonardo da Vinci Airport – a paradox between the imposing mass of structure and the lightness of view.



Simtec’s ScreenFLITE[®]

Almost inaudibly, twelve LED displays with about 2sqm each arrange to form different patterns in an elaborate dance. Each display can individually play back media content in synch with the movement. Depending on the media content’s demand, the rotation of the ScreenFLITE[®] can be programmed individually so the creative input is unlimited.

Simtec, together with Clear Channel, ADR and Samsung, has created the spectacular interactive structure and absolute novelty in airport advertising.

The installation has got the aim to capture the traveler in the immediacy of the view, in the interactivity of the structure and in the desire to evoke strong emotional responses through creativity. “Today, creativity flies with Le Chandelier. A creative dynamic that became a movement,” explains Carlo Rinaldi, Director Marketing & Innovation of Clear Channel.

“We instinctively look at moving object wherever they appear in our field of view. ScenFLITE® is taking advantage of this effect and puts advertisement, information and messages in motion. That is why it is the one of a kind eye-catcher for people passing by”, explains Bernd Kaufmann, CEO and Owner of Simtec.

Ideal locations are airport or station halls, shopping malls or company headquarters, hotel or museum lobbies – any type of room offering the space and the opportunity to approach a larger audience.



Should you have any questions concerning this press release please contact
Mr. Andreas Stickel, Director Business Development:

E-mail: a.stickel@simtec.de

Phone: +49 5307 20411-40

Our ScreenFLITE® on YouTube:

<https://www.youtube.com/watch?v=lewn-6JeWr4>

<https://www.youtube.com/watch?v=g5MlusoA4aY&t=22s>

