

## **Premiere for Virtual S14 Solutions Days at COMM-TEC - the right step towards digitalization.**

Interactive platform, virtual experience, trends and innovations,  
Keynote by Sascha Lobo: „No choice – all digital”

Uhingen, October 07<sup>th</sup> 2020

**The first Virtual S14 Solutions Days took place from September 30 to October 2, 2020. Triggered by the developments around the corona virus, COMM-TEC Exertis created a completely new and valuable platform for customers and visitors to gather information and for interactive exchange in virtual space. Interactive touchpoints at virtual booths offered the possibility to inform about news and highlights from the portfolio. This year again, numerous new manufacturers presented themselves for the first time at the S14. A virtual show room has now emerged from the trade fair, in which all information and download options are permanently available.**

Under the motto "Let's make extraordinary happen" COMM-TEC Exertis transformed the twelfth edition of the S14 Solution Day, originally planned as a face-to-face event, into the virtual space for the first time due to the current conditions in the wake of the Corona pandemic. Elements of the established industry meeting in Uhingen were taken up and transferred to a virtual platform. More than 40 manufacturers presented their product innovations and highlights from the application areas UCC and collaboration, digital signage, visualization and e-learning as well as pro audio at the virtual booths. Touchpoints at all booths offered the opportunity to gather information, for example via downloads of product videos, product sheets and catalogue materials, image galleries and application reports as well as recorded webinars and lectures. Live chats and video conferences for interactive personal exchange at the booth also provided opportunities for interactive personal interaction during the trade fair. A total of seven guided virtual tours on various topics rounded off the trade show offerings. More than 500 visitors- and around 850 webinar-registrations confirm that the new concept worked.

"For us the step with the S14 into the virtual area was complete new ground" so Markus Kreuzer, leader marketing with COMM-TEC: "A goal was it to create an interactive platform for the exchange about trends and novelties from the industry as well as a valuable and versatile lecture program and to offer to the user a Virtual Experience. I think we succeeded quite well", Kreuzer is pleased to report. Rainer Sprinzl, Managing Director of COMM-TEC Exertis adds: "With this year's S14 we took a new path. We are pleased that our partners and customers followed this path of digitalization and made the S14 also virtual a valuable event."

**New manufacturers**

**AiroDoctor** - Antiviral air purifier with four-stage filter system for comprehensive and thorough cleaning of the room air

**Ashly** - innovative audio systems for any place where good sound is needed

**C2G** (Cable to go)/Legrand AV - High quality IT and AV cables and connectivity solutions

**INFILED** - LED walls of the extra class

**Lenovo** - ThinkSmart: Smart Office Communication Devices Conference rooms and individual workstations

**Triton** - Racks and server cabinets

**Yamaha Pro Audio** - Innovative and high-quality solutions for audio applications including mixing consoles, signal processors, power amplifiers and a wide range of speakers

**Yamaha UCC** - Microphone Systems, Conference Phones and Video Sound Bars for Audio and Video Conferencing

**Partners and exhibitors of Virtual S14**

Barco, Lumens, Epiphan, Evoko, Legrand (Chief, DA-LITE, Middle Atlantic Products, Projecta, Vaddio), Lenovo, LG, Newline

AiroDoctor, AOPEN, AOTO, Arthur Holm, Ashly, Bachmann, Blue Canvas/Zygnage, BrightSign, C2G, Easescreen, Electro Voice/Dynacord, Exertis Connect, Exterity, Gefen, INFILED, iRoom iO, Joan, Lifesize, RTI, Sennheiser, Signagelive, SWEDX, Televic, Unitech, Vestel, Vidyo, Yamaha

**Keynote Speaker Sascha Lobo**

The fair was opened by Sascha Lobo, blogger, book author and journalist, who deals thematically with the Internet, mixed realities and digital technologies, among other things, and deals with their effects on social development. Under the title "No choice - all digital" he spoke about how networking is changing the world and how we can benefit from it. Accelerated by the corona pandemic, he outlined "golden times for UCC and collaboration", as there are almost no processes or structures that are not currently being pushed towards networking. In the field of digital learning particularly, Lobo calls for new concepts for the development of a new digital, social and networked didactics. He sees both a technical and content-related problem here that must be overcome - especially by further developing the educational materials in a direction worthy of digital.

**28 virtual speaker slots**

With a total of 28 virtual lectures and webinars on the three days of the fair, COMM-TEC Exertis has once again significantly expanded the lecture program this year. Together with the participating manufacturers, the virtual trade fair premiere also offered a wide range of valuable information on overriding topics, trends and developments in the areas of UCC and collaboration, digital signage, visualization and e-learning as well as pro audio.

**Virtual Show Room**

Following the Virtual S14 Solutions Days, a new virtual showroom will emerge from the trade fair presence. The majority of the virtual exhibition booths will continue to be available here with all information offers and extensive download options for information gathering. In addition, the recordings of the webinars and lecture slots will soon be available here.

**Image material for press release in print quality**

[Key Visual](#)

**About COMM-TEC**

*For more than 30 years, COMM-TEC Exertis has been one of the largest and most renowned value-add distributors for AV media technology in Europe and has been part of DCC Technology Trading/Exertis since 2019. The company headquarters is located in Uhingen near Stuttgart and distributes the products of more than 60 well-known manufacturers. The business units "Digital Signage & Media Solutions", "Collaboration & UCC", "Signal Management", "Pro Audio & Control", "Display Solutions" as well as "Racks & Mounts" provide master technicians, system integrators and architects with the optimal hardware for their requirements. COMM-TEC acts strongly according to its claim "Think Solutions": it creates a consciousness for thinking and acting in terms of solutions, and for offering solutions. COMM-TEC supplies everything from one source, from planning through consultation to implementation.*

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