

1/6 **ALIAS - making digital content tangible**

ALIAS bridges the gap between todays universe of digital content and the analogue reality.

07 Exhibition Shelving System

For big spaces, like on book exhibitions, the ALIAS system can be enlarged within its modularity.



Solution

As already suggested by the name, ALIAS was developed as an representative object for digital content like an eBook. The whole ALIAS-System consists of the ALIAS-Sheet itself, a REMINDER-Card, a SHELIVING-System, Information-Terminals which can be used as "helpdesks" by the shops staff, Advertising-Boards to create highlights and a digital cloud-based APP which provides the user a personal library and other functions like wish-lists, bookmarks and even a digital checkout.

Status: 17.06.2018

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What is the core principle of your idea?

The core principles of our idea were "appropriateness" & "reduction". In the development process of this concept we have realised that in terms of progress it's really difficult to make digital content tangible in an appropriate way. We wanted to create a system that fits into today's state of the art and works for both, young and old people. We have tried to find a way to reanimate the spirit bookstores used to have when there was no digital alternative.

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Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

Yes. The whole concept is based on the requirement to be very flexible. The ALIAS-System can be integrated anywhere from the smallest corner of a bookstore to a large exhibition hall.

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Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

Yes. It was our personal goal to develop a concept which can be realised within a short period of time. Since we are a fraction of a well-appointed little network we could set up a professional team to realise the ALIAS-Concept. Yes. It was our personal goal to develop a concept which can be realised. We are a fraction of a nice network and could set up a professional team

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What do you estimate the costs for the prototype or the final implementation of your idea to be?

It clearly depends on the complexity and the size of the exhibition space that has to be filled. If you could provide us further information about that, we would be happy to do some maths for you :)

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Creative's profile

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Status: 17.06.2018