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#orgatec

ORGATEC 2024: taking the office of the future into new dimensions

In the #InspiredAugmentedOffice Focus Area, ORGATEC is collaborating with zgoll: to overcome the boundaries of reality and present modern workspaces in new dimensions. Visitors will be able to experience a staged future office landscape and virtually immerse themselves in the office of tomorrow with the aid of zintoo: - a newly developed augmented reality app.

ORGATEC, hosted from 22 to 25 October 2024, is the leading international trade fair for showcasing the future of work and a must-attend for all those who want to experience groundbreaking sector trends first-hand and up-close. One of the highlights at this year's industry gathering is set to be the #InspiredAugmentedOffice Focus Area. Covering more than 1,000 sqm in Hall 7, the installation will be devoted to the latest office trends and innovations in the areas of collaboration, smart work and the augmented office.

An integrated office landscape

"We're delighted to be partnering with zgoll: on this project. Together, we're designing an interactive experience world that will allow ORGATEC visitors to immerse themselves directly in modern technologies in an integrated landscape," explains Thomas Postert, the Director of ORGATEC.

The Focus Area's unique feature is that the exhibition concept is formed of several thematically linked solution islands that create a coherent narrative. These islands are more than just mere exhibits; they serve as practical demonstrations for how New Work principles such as autonomy, flexibility and collaboration can be built into tangible, real-world situations. The participating exhibitors will present their products as components of an integrated complete solution. After experiencing the innovations in the Focus Area, trade fair participants will be able to approach the exhibitors of the specific components that caught their interest.

"We aren't presenting individual products. Instead, we're using individual components to design an integrated, experienceable and testable office landscape. #InspiredAugmentedOffice will be a game changer for the entire industry and for the office design of the future," says Michael Zgoll, Managing Director of zgoll: GmbH.

On-trend: spatial computing

As more and more people are now working remotely, demand for virtual conferencing solutions has risen. These needs centre on hybrid and natural meeting



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situations rather than virtual-only meetings. The mixed reality collaboration solutions presented in the Focus Area enable real people to collaborate on virtual content, with hybrid participants able to join seamlessly. Industry professionals who are already in the planning stage will be able to glean exclusive and valuable insights from the Focus Area.

By addressing these needs, #InspiredAugmentedOffice is picking up on exciting future trends. One of them is set to be spatial computing, an innovative technology that transforms the entire surrounding area into a workspace for PC applications and digital content. This is a considerable advantage, especially in a home office, where space is usually limited. Spatial computing is not only poised to radically change the office landscape - it also has the potential to re-establish the classic office as the central workplace.

App as an exhibition guide

The zintoo: app is a key component of #InspiredAugmentedOffice. It will enable ORGATEC visitors to access digital information, images and features positioned in the space and to view and use this content directly on their smartphones. These so-called augments will allow them to experience the various theme islands in the Focus Area in a completely new dimension. The app offers plenty of practical added value, such as virtual indoor wayfinding, video technology tutorials and virtual blackboards. All in all, it is an impressive demonstration of how modern technologies can improve daily work.

Tickets for ORGATEC are available at: <https://orgatec2021-de.koelnmesse.net/die-messe/tickets/tickets-kaufen/>. The zintoo: app will be available to download free of charge from the App Store and Google Play in time for ORGATEC 2024.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

Alongside imm cologne and interzum, other event formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include ORGATEC TOKYO in Japan and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Italy. Koelnmesse recently added a cooperation between imm cologne and an established design trade fair in Colombia to its portfolio. This event will be hosted under the name La Feria De Diseño Medellín powered by imm cologne.

Further information: www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/

Note for editorial offices:

ORGATEC photos are available in our image database on the Internet at www.orgatec.com/imagedatabase in the “News” section.

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