



# CASE STUDY

## INTEGRATED FIRE PROTECTION FOR DIGITAL MEDIA TECHNOLOGY

### DEUTSCHE HOCHSCHULWERBUNG RELIES ON VDS-6024-CERTIFIED DOOH-STELE WITH AMFE

Werkstation GmbH is a company founded in 1993 and based in Besigheim near Stuttgart. The company specializes in the development and production of information systems, kiosk terminals and digital signage solutions. Werkstation GmbH also offers innovative digital signage software with which networks of terminal and display systems can be centrally administered and supplied with content. The subject of fire protection in the area of steles and displays is complicated and difficult to understand, which is why Werkstation GmbH has set itself the task of finding the most innovative solution possible that meets all requirements. This is how the Lena FP Pro (**Fire Protection Profile**) stele was created.

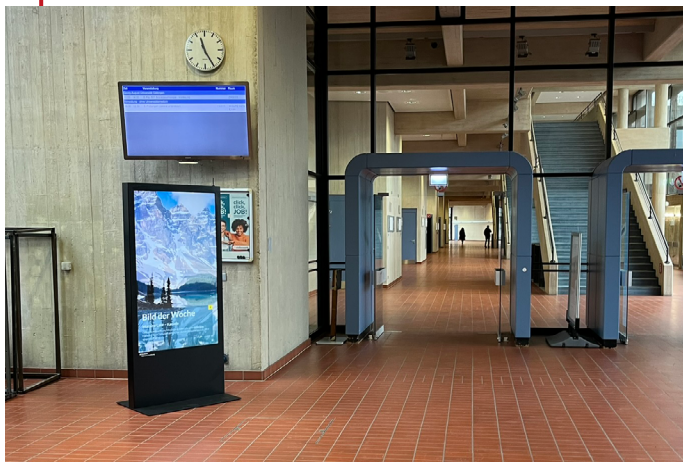
The Werkstation's customers include: Airbus, BMW, Daimler, Porsche, Thyssen Krupp, Deutsche Bahn and many more.

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With the **VdS 6024-certified** DOOH column, digital advertising is also possible at **safety critical** locations.



Ioannis Voudouris,  
Managing Director of  
Deutsche Hochschulwerbung



The Lena FP Pro stele at the University of Göttingen – protected by the AMFE

Deutsche Hochschulwerbung is setting new standards in university marketing with the DOOH stele Lena from the FireProtection Pro series. As the world's first VdS 6024-certified digital out-of-home solution, it can be used in escape and rescue routes and meets the highest fire protection requirements.

The integrated smoke detector and the VdS-recommended automatic miniature fire extinguishing unit (AMFE) from JOB ensure maximum safety. At the same time, the stele is part of a sustainable advertising concept: powered by 100% green electricity and CO<sub>2</sub>-compensated.

Thanks to the connection to leading demand-side platforms (DSPs) such as Hivestack or Vistar Media, campaigns can be played out programmatically and in a targeted manner. The combination of security, sustainability and digital innovation makes Lena a pioneering solution in the largest DOOH network of German universities.

## PROJECT SUMMARY:

Country: Germany  
Customer: Werkstation GmbH,  
Deutsche Hochschulwerbung  
Segment: Digital Signage, sensitive areas  
Solution: AMFE with pressure gauge  
Smoke detector



If you have any questions about possible applications or technical details of the automatic mini fire extinguishing unit AMFE, please contact Nico Kühn ([nico.kuehn@job-group.com](mailto:nico.kuehn@job-group.com)).

VdS-certified AMFE with  
pressure gauge



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