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Digital Studio

A new stage for digital and live communication - Digital strategy now boasts customized streaming packages

## **Messe Friedrichshafen provides a new studio service for customers and the local region**

**Friedrichshafen - Counting its exhibitors, visitors, content creators, and social media followers, Messe Friedrichshafen interacts with a public of millions in the course of each year. What each of these target groups has in common is an increasing demand for moving pictures and streaming services. Messe Friedrichshafen's newly established digital studio will boost its capability to create new and diverse digital content for its events. Since this elevated demand for digital content is anything but unique to the exhibition industry, Messe Friedrichshafen is offering the use of its studio to its customers as well as to companies, institutions and creative professionals from the local region. This studio provides a wide range of options, including streaming to the global internet and holding live events on location. Messe Friedrichshafen will operate the studio in cooperation with its longstanding partner TVR Film & Fernsehen.**

Whether it's to be a live stream or a recording, an intimate interview or a conference, a panel discussion, digital seminar or product presentation - Messe Friedrichshafen and its service partner TVR from Ravensburg, Germany, can now deliver the perfect setting for any media format - along with consulting services at any stage, from planning to broadcast. Cutting-edge equipment is available to allow creation of any digital experience - even interactive ones. The London Room in the East Conference Center has been

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converted into a digital studio, complete with various stages and backdrops as well as all the technology required for creating streaming video content. Productions can even be supplemented with footage from exhibition booths or other locations on the exhibition grounds.

"The new studio service opens up new prospects and avenues for communication, both for us and for our customers. In the time of COVID-19 and even thereafter, it promises to be instrumental in our efforts to strengthen our customer relations and make initial business contacts through multimedia. The precursor was the digital addresses in which we managed to present selected topics of exhibition events to the world in digital form, reaching out to the rest of the industry in difficult times while at the same time bringing customers together. We plan to continue developing this digital strategy using an ideal mix of live, online and hybrid content," said Klaus Wellmann, CEO of Messe Friedrichshafen.

The new exhibition studio with all of its services is available to book as of now. Find out more at [www.messe-friedrichshafen.com/digitalstudio](http://www.messe-friedrichshafen.com/digitalstudio)