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Press Release

Digital innovation and full HD video projections, the key to success

Palacongressi: a state of the art IT system combined with cutting-edge video and projection technology are key tools to successful and increasingly popular congresses and events. 17 events on the agenda for April involving 50,000 participants and attracting 150,000 visitors to the city of Rimini.

Rimini, 31 March 2016 – The continuous updating and improvement of its technological equipment, along with an increasingly rapid and efficient IT platform are some of the more qualifying services appreciated by the organisers and congress-goers who choose the Palacongressi di Rimini for their events. And so far this year, 97 events and congresses have already been confirmed (the total number in 2015 was 141).

Making their debut during the recent medical-scientific meeting were brand new systems for transmission, projecting and **full HD** recording which the **Event & Conference B.U. di Rimini Fiera** has now available in all the rooms of the venue. Surgical interventions performed in the operating theatres of Ceccarini Hospital in Riccione were broadcast live on the screens of the Palacongressi (**XX SITRAC Congress – Italian Association of Corneal Transplant**), ensuring perfect colour balance and image resolution. Whereas during the **Team System 2016** “Digital Transformation” convention, in the area reserved for plenary sessions and shows for the 1,500 participants, an innovative **mega screen** measuring **40 linear metres** enabled simultaneous multi-projection of various video contributions.

In April, the **Event & Conference B.U. di Rimini Fiera** has its work cut out, with 17 congresses and events scheduled. Also taking into account two of the events which, on account of their size and scope, will be held in the pavilions of **Rimini Fiera**, over 50,000 people will be arriving in Rimini, and a total of 150,000 visitors to the local area. Among the meetings on the agenda are two appointments, by now considered regulars on the Rimini event scene: “**Grand Lodge 2016**” of the Grande Oriente d’Italia (1-3 April, 4,500 participants) and the major international web marketing event, “**Be Wizard!**” (15-16 April, 1,800 participants). The latter event is also dedicated to a highly topical subject - the online promotion and communication of food & wine. Without forgetting of course socially oriented events such as “**Forum for a positive economy**” (6 April, 600 participants), organised by the **San Patrignano Community** to address new ways of proposing tourism, including guest speaker, French philosopher and economist **Jacques Attali**, as well as other events from the world of business such as the **Zucchetti** meeting (6-7 April, 1,400 participants) and the **Hewlett Packard Enterprise** convention (20-21 April, 800 participants).

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