



# CASE STUDY

## INTEGRATED FIRE PROTECTION FOR DIGITAL CENTER NEWS-CLUB (DCNC)

### AMFE PROTECTS INFORMATION SYSTEM IN SEVERAL ECE CENTERS

With the new Digital Center News-Club (DCNC) ECE Marketplace GmbH & Co. KG has developed a new type of center information system. The special feature is that only center-specific and shopping-relevant content can be found here. You can only become an advertising partner if you are also a tenant in the respective center. Daily program items are optimally timed to generate an increased urge to act among visitors and variables such as region, date, time and weather conditions are included in the automated content selection. A content generator creates flexibility so that videos can be created directly on site in a matter of seconds.

The advantages of the DCNC include:

- Exclusive presentation options for tenants
- Local news: location-specific topics relating to the center
- Display of current center information in real time
- Display of shoptainment content
- Emergency system in the center in real time
- Saving on analog media such as illuminated steles and A1 posters

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„Integrated fire protection in the DCNC columns in Milaneo Stuttgart and other national ECE centers enables **building approval even in sensitive areas.**“



Nils Fuckert  
Project Manager New Business  
ECE Marketplaces GmbH & Co. KG



The advantages of digital media technology are obvious. Since shopping centers are sensitive areas due to the high number of daily visitors, high fire protection requirements are also placed on the Center News - from a fire protection point of view they are potential fire sources. Thanks to integrated fire protection and the use of AMFE mini fire extinguishers from JOB, critical installation locations in particular can be realized. Fire protection experts and building authorities appreciate the use of mini fire extinguishers to guarantee daily visitors a shopping experience with the highest safety aspects.

The entire project comprises over 1,200 digital steles and has been rolled out in Alstertal Einkaufszentrum, Waterfront Bremen, Stern Center Potsdam, Rhein-Neckar-Zentrum Viernheim, Linden Center Berlin, Gesundbrunnen-Center and the Eastgate Berlin among others and steles were equipped with AMFE. AMFE with an activation temperature of 79°C and cylinders with pressure sensors were used to ensure remote monitoring.

The AMFE effectively protects the digital steles in the ECE Centers from fires and consequential fire damage.

### PROJECTSUMMARY

Country: Germany  
Partner: Storecast GmbH  
Endcustomer: ECE Marketplaces GmbH & Co. KG  
Segment: sensitive areas  
Solution: R-AMFE 79°C with pressure sensor



For questions about possible applications or technical details about the AMFE mini fire extinguisher, please feel free to contact Nico Kühn ([nico.kuehn@job-group.com](mailto:nico.kuehn@job-group.com)).

R-AMFE with pressure sensor for remote monitoring



JOB GmbH