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2015 - 2024





flexyPage.de/en went online

By Jörg Hellmich

FEB
14
2015




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Today, on 17 February 2015, flexyPage.de/en is online at last. It took six employees and about 790 hours to compile the most relevant information about our innovative display system and some general display information as well as display systems. Although the side went online today, we are certainly not finished yet. In te comming weeks we will publish handbooks, handy tips, frequently asked questions and apposite answers together with destailed instructions. We hope that you find this site informative and would be pleased about your feedback.

Have fun while reading,
the ELFIN team.

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Design for Touch Displays and Mirror Touch Displays

By Jörg Hellmich

MAR
19
2015



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At the Interlift 2013 we exhibited, among other things, our flexyPage displays as a touch variant. On the one hand in the design CEF-Line 10.4 and as touch display behind a mirror. In the past few months we have tested many different layouts with regard to the usability of touch displays and touch-mirror displays.

We have learned that many things have to be taken into account when designing the display layouts to enable intuitive operation. Mirror displays also require their own designs, for example with clearly defined edges and strong contrasts. The neon design was particularly well received by our customers. If mirror displays are used as touch displays, we found that there is usually a stronger hurdle than with normal touch displays to touch the displays and that they become unsightly very quickly because fingerprints can be clearly seen. With normal touch displays, on the other hand, they are not visible. The future will show which technology will become widely accepted.



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flexyPage.de tweets

By Jörg Hellmich

JUL
17
2015



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CANopen-Lift PlugFest September 2015

By Jörg Hellmich

SEP
10
2015

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On 8th September 2015 the 11th CANopen-Lift PlugFest took place at CAN in Automation offices in Nuremberg/Germany. Again we joined the event with our flexyPage Displays and tested it successfully with the controllers of [BÖHNKE+PARTNER](#), [Georg Kühn Steuerungstechnik](#), [Kollmorgen Steuerungstechnik](#) and [Weber Liftechnik](#).



Next day, on the [CANopen SIG-Lift meeting](#) we defined some new functions for displays, which we will implement in the next weeks so that we can test it with all lift controller manufacturer at the next PlugFest in April 2016.

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Best project with flexyPage

By Jörg Hellmich

SEP
11
2015



Saranda Dzeladini and Kashish Kumar, two media design students at [b.i.b. International College](#)  won the price for the [best project](#)  (link in German) with a screen design for flexyPage.



They developed a screen design for a renowned lift manufacturer during their 9-week internship in our design department. A particular challenge was the optimization of the 'user experience' for the lift and the adaptation of individual widgets into a coherent and functional whole layout. However, with their commitment and dedication they delivered an excellent project.

Congratulations!

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Interlift 2015

By Jörg Hellmich

SEP
13
2015




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Visit flexyPage in **hall 5** at the CAN in Automation's (CiA) **exhibition booth 5140** and convince yourself of its functions and intuitive interface. We look forward to seeing you there!

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flexyPage Product catalogue 2015

By Jörg Hellmich

OCT
07
2015




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We completed our new product catalogue for the flexyPage displays right in time before the Interlift 2015 starts. Sometimes there is a need for a compact document that clearly summarises the most important information about the product, even though all information can be found on the website.

In this [new catalogue](#) we are illustrating the basic features of flexyPage displays, comparing technical parameters of the product lines and sizes and summarised a few use cases in association with premium layouts. The catalogue is available now as [a PDF file here](#) and also in printed form on the Interlift.



We would be very happy about feedback to the catalogue and of course also to our flexyPage displays. Visit us at the Interlift 2015, booth 5140, or [send us a message](#).

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flexyPage – Modern Information Systems for Elevators

By Jörg Hellmich

NOV
01
2015



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High-definition TFT displays are being used in an increasing number of applications. They allow large amounts of information to be displayed on a relatively small area. The large number of applications is not only owed to the advantageous price of the display panels but also to the expectations of users who use smartphones and tablet PCs everywhere and expect such common user interface also from other appliances and machines.



Fig. 1: Display of location and load in case of a failure on a display at the elevator's main entrance.

High-end displays at direct eye level in elevators enhance the passenger's attention and shorten the perception of the time spent waiting for the elevator to arrive as well as the perceived riding time. But there is more to it. Modern TFT displays can be

used to transfer to the passengers a lot of useful information on the elevator and building. Apart from familiar status reports (current floor number and riding direction) many other messages can be displayed such as operating modes (Use the emergency exit in case of fire!, 'Elevator is being serviced'), notes on special rides (bed transport in hospitals) and safety instructions (Mind your step! or 'Caution – door closes').

Apart from the service life and the long-term availability, an industrial use has to cope with a number of major challenges such as the high number of interfaces and protocols that need to be adapted for each application. This requires high-capacity microprocessors with a low energy demand and only producing small amounts of heat.

Another challenge is the configuration of the displays. Equipment offered on the market often has a very restricted scope of functions or extremely complicated configuration tools are needed for the large amount of adjustable functions. This is where flexyPage follows a new approach and for the first time offers a combination of a high-capacity hardware with a very low energy demand. This is possible because mobile processors combined with many standardized interfaces from the industrial environment are used which are freely customizable via an easily operated Web surface.

In this article we would like to explain some of the features of flexyPage displays and show why this makes them predestined for many applications in lifts.



Fig. 2: Networked TFT displays in an elevator allow lift and sensor data to be displayed together with building information and advertisements.

CANopen-Lift as elevator interface



Fig. 3: Calls can be made using the touch sensors.

Apart from an appealing look, a modern hall call or elevator car display must primarily provide the passenger with the required and useful information on how to use the elevator. This requires the signals for the floor number, ride direction, overload or a special ride to be displayed. In the past this was achieved by means of discrete signals which had to be wired from the controller to every single display which requires a lot of work and no longer meets modern requirements. A connection of the displays via the open CANopen-Lift standard offers a solution. By accessing the field bus of the elevator, the entire scope of elevator system information is available to the display and opens up many new possibilities to provide passengers with useful information.

The display for example can directly call upon the information about the current location and speed of the elevator. And this not only fulfils the

purpose of entertaining the passengers during a ride in high towers. The display can also analyze the ride movements and for example give passengers a 'Mind your step' warning when the car floor is not level with the landing floor.

The CAN bus also provides information on the current load in kilograms. A display of the load of an elevator is often required for goods lifts and is also useful in case of elevator system failures with trapped passengers. In such cases the hall call display at the main entrance is not just able to show the 'out of order' message but also the current location and load inside the car together with the information that the safety gear has been tripped, i.e. information allowing the engineer to rescue trapped passengers in less time.

When the display is equipped with a touch screen, not only car calls can be made. The standard CANopen-Lift allows prioritised calls to be made, loading times to be activated and access control data to be transmitted. So if one wants to restrict the access, this is not only possible with a correct entry of a PIN number which closes a relay contact but also by realising via the network a wide variety of scenarios by assigning calls, priorities and door times at certain times of the day.

flexyPage displays can be used in every elevator system. When the elevator does not yet support Standard CANopen-Lift, signals are made available via external input/output modules. In this case, too, the networking via the CAN bus offers many benefits. So if during a modernisation a TFT display is to be retrofitted in the car, the necessary signals must be made available by the controller. If there are not sufficient free strands in the trailing cable, a new trailing cable must additionally be installed.

flexyPage displays allow the input/output modules to be directly installed where the signals are available, for example in the controller cabinet before being networked to the display via 2 cables.

When a retrofitted display is expected also to display the load, location or speed, the appropriate sensors can be directly connected to the bus. In this case the assessment is directly carried out by the display. As such the networking of components via the CAN bus offers many benefits and possibilities when older systems are modernised.

Web-based Configuration

If one wants to display a lot of information on a large car call or hall call TFT display, a configuration meeting the application requirements needs to be made. In the past manufacturers usually made available a suitable configuration program to be installed on a Windows computer. When the configuration is completed, the configuration files must be transferred to the display or be stored on an SD card or USB stick which are then plugged into the display. This procedure contains a number of disadvantages that are ruled out in flexyPage displays.

flexyPage displays are configured on a web basis meaning that every current web browser already installed on every current PC, tablet or smartphone can be used for configuration purposes. This allows every modern unit to be used for the configuration in a crossplatform mode. Since the configuration dialogues are directly made available by the display, they are also always up-to-date and match the firmware of the display.

Fig. 4: The web-based configuration allows a configuration via smartphone or tablet.

Widget-based applications

All functions in the flexyPage displays are no longer made available by one single application, but by so-called widgets. Widgets are small programs such as Apps on a smartphone which only occupy a part of the screen. These Widgets provide merely a few functions and can be freely located on the screen and be adapted in the layout depending on the application. Owing to the free selection of different widgets and their adaptation, the large number of applications meeting a wide variety of requirements can be easily realised. More than 30 widgets are currently available in the flexyPage displays that not only display the general elevator functions but also allow the output of sensor data such as the load, location or speed and the multimedia data and web services to be displayed. The complete list of widgets and their description can be found on the product homepage at [widget descriptions](#)([link is external](#)).

Widgets do not only permit the layout to be freely adapted. They can also be activated and/or deactivated in a time-driven and event-driven mode. Additionally any function on the display can be activated at certain moments in time. The event control allows widgets to be activated and deactivated whenever certain signals occur. This can e.g. be used to deactivate the output of an advertisement in case of fire and instead display instructions for an evacuation.



Fig. 5: Widgets can be freely located on the screen and thus allow complex applications to be realised with ease.

Internet link

The development of the flexyPage displays has been focussed on a connection to the internet as a basis for a large number of new functions.

When a display has an internet link, it can be remotely configured via the flexyPage portal. A connection to the display is achieved exclusively via a safe and coded VPN link which does not necessarily have to be installed by the user himself. The configuration surface can be accessed from everywhere using the current web browser via the flexyPage

portal. It can for example be used to update the pictures of a slide show, the menu of a restaurant and also the full layout or function of different widgets.

Apart from the remote configuration possibility, the internet link can also be used for a direct display of internet data on the displays. In this way not only weather data but also the latest news from an RSS feed and other websites can be displayed.

Summary

The capacity of current microprocessors combined with the networking of components via standardised field buses and the connection to the internet offer a wide variety of new possibilities. The modern flexyPage displays of ELFIN GmbH are a good example. The internet is not only used to display a website but also makes available different web services and a remote configuration feature. With the provision of functions via widgets and the webbased configuration the user can easily configure complex applications with every current web browser and a smartphone.

The flexyPage displays are available in different shapes and sizes. For a full portfolio please refer to the homepage [flexyPage.de](#).



Fig. 6: flexyPage display with colored glass front in aluminium frame for elevator retrofitting.

[lift report](#) 42 year's issue 41 (2015) magazin 5

[lift report](#) 41. Jahrg. (2015) Heft 5

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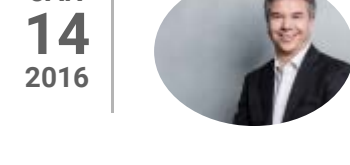
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Visualization of system data – Energy efficiency by energy recovery

By Jörg Hellmich



JAN
14
2016

Jörg Hellmich¹⁾, Volker Lenzner²⁾

Using the CANopen-Lift standard, system data from the control system and components are available on the bus in real time. With the flexyPage system of ELFIN the data are edited and visualised in a flexible manner. On the occasion of the Interlift 2015 the LiftEquip company presented the energy recovery topic by way of the energy data example.

In the past the elevator energy efficiency topic has already been discussed on numerous occasions also in connection with the energy recovery and several papers have been presented on different conferences.

Since the energy saving ordinance (EnEV) fails to name the elevator, no concrete measures are defined which need to be taken and met. But even without these specific EnEV requirements there have been various approaches in the past to reduce the energy demand of elevator systems.

The directive VDI 4707 in parts 1 and 2 first of all considered on a national level the energy topic for elevators and elevator components which was later also described on an international scale in the ISO 25745-1 standard which is largely based on the principles of the VDI directive.

For the operation of the elevator this paper takes a look at the 'riding' and 'standby' operating conditions and uses defined utilization categories to take into account the rides needed to determine the overall efficiency of the system. In the 'riding' operating mode the converter is the component which by using the energy recovery instrument can make a major contribution to the elevator's energy efficiency.

In the past energy recovery systems have been used primarily in high-frequency systems and plants with high frequency converter outputs to reduce the generation of heat of the regeneration resistors which is critical in many applications and which sometimes can Jörg Hellmich¹⁾, Volker Lenzner²⁾ only be controlled using additional airconditioning systems in the machine room.

In standard applications and in elevator systems that are not very frequented, an energy recovery system has often been excluded since most of the energy (70 to 80%) of these systems is needed during standby. It made more sense for these particular elevator systems only to take measures which reduce the energy consumption.

Many frequency converter systems that are available on the market and allow energy to be recovered consist of two separate components; the actual frequency converter and the separate energy recovery unit. In this constellation the extra costs must be identified and the standby energy demand of the energy recovery unit must be examined. Often the investment for systems with a low performance and utilization is economically unwise.

With the converter of the MFR series LiftEquip offers a system with an integrated energy recovery unit which recovers energy from the first ride onward at no extra cost and as such contributes to the economic efficiency of the elevator system.

In discussions held with planners, operators and elevator manufacturers the following questions frequently crop up:

- How much energy is recovered?
- When is energy recovery worthwhile?
- What does the energy recovery cost?
- What happens to the recovered energy?

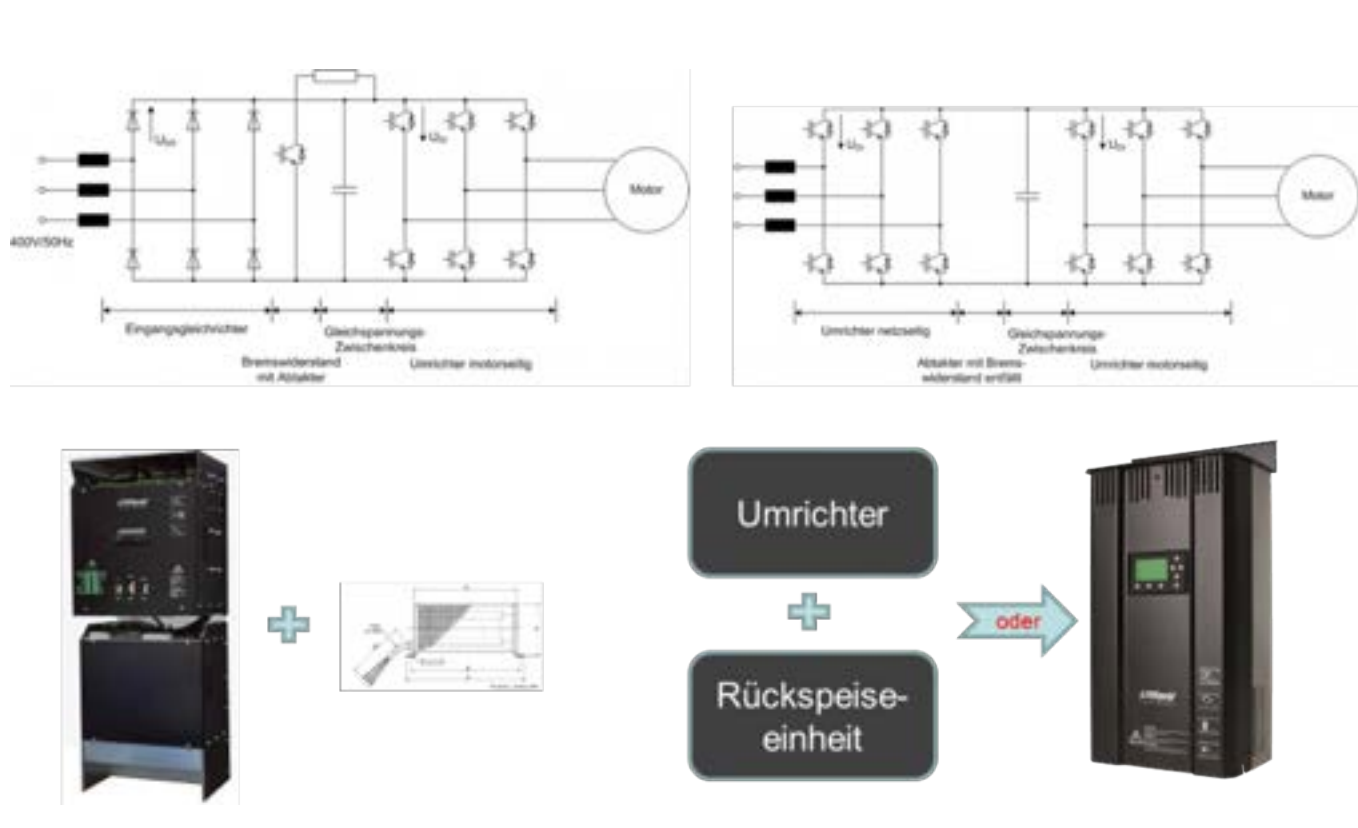


Fig. 1: Converter operation with and without energy recovery

It is obvious from explanations earlier in this paper that there is no collective answer to these questions since a lot of individual parameters need to be taken into account.

Prior the Interlift exhibition, LiftEquip, Böhnke + Partner and ELFIN jointly thought about ways to visualise the "energy recovery" topic in a simple and informative manner.

For this purpose an elevator in one of LiftEquip's buildings was modified. In the elevator with CANopen-Lift capabilities a converter of the MFR series is controlled by a bp308 control system. The following table shows the system parameters of the system used.

For measuring the energy demand the elevator was equipped with an energy measuring system of Janitza and the measured data were made available on the CANopen bus. Using the ELFIN flexyPage system the measured data were read from the bus and transferred together with the current position values, the ride counter and the live picture of a video camera via a safe VPN connection to the exhibition stand where they were visualized on a big screen. With the aid of this system the exhibition visitors could enter car calls and directly follow the ride movements of the elevator and the flow of energy caused by the operation.

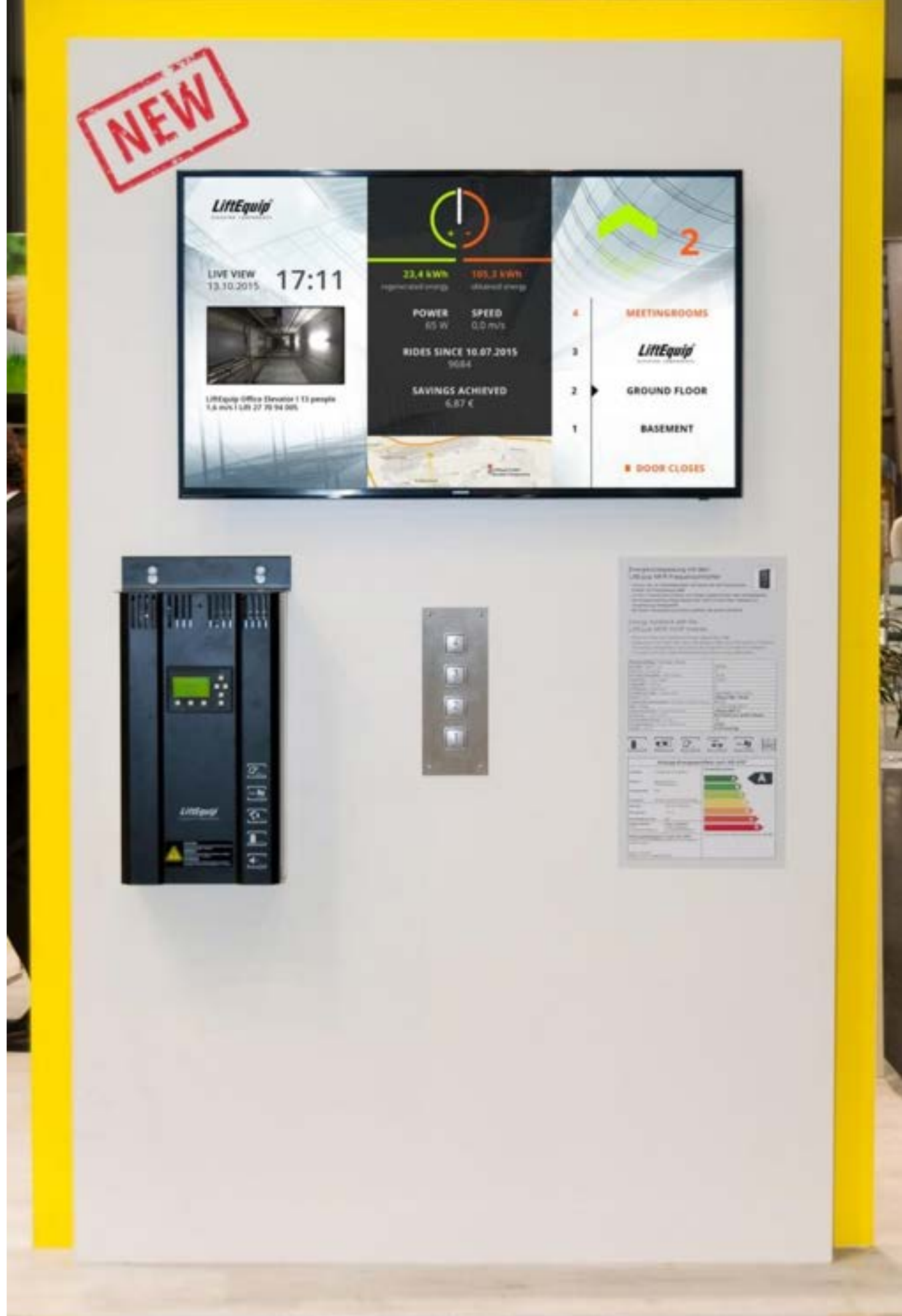


Fig. 3: Presentation of the current system data and measurements

Apart from the system parameters and the system's position, the screen also displayed the system's calls, the current floor position and the ride direction. A new pointer instrument was developed for displaying the performance which indicates whether the elevator is drawing energy from the power system or is working in a regenerative mode and supplies energy back into the power system. In conjunction with the two measured data of the total energy drawn from and supplied back to power system and the direct display of the energy costs saved, the observer got an idea of the efficiency of the energy recovery system.

In order to be able to display the mode of operation of the energy recovery system in connection with the load condition, it is planned to equip the elevator with new load measuring sensors which can make available the current load on the CAN bus.

Since the MFR converter of LiftEquip is offered at no extra cost compared to the MFC converter with the same performance, every kilowatt hour supplied back to the power system is a direct saving.

Since elevators are not subject to the Renewable Energy Act a refund for energy not consumed in the building and supplied back to the power supply network is not possible. But since every building has a regular basic energy demand, the energy as a rule is consumed in the building. So energy is available to the building which does not have to be procured from an external source.

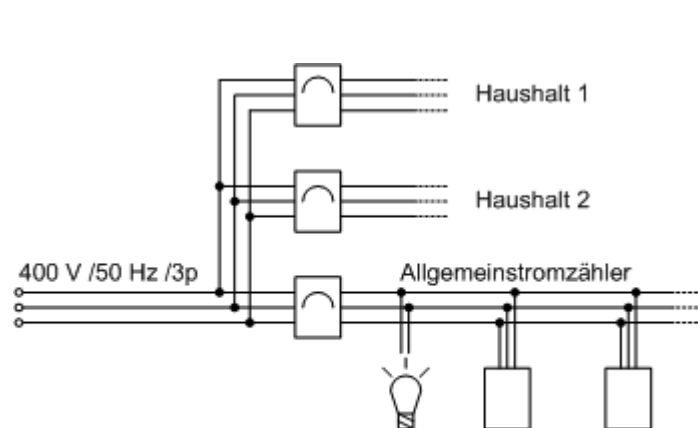


Fig. 4: Energy drawn from the power supply in the building

During the four days of the Interlift 2015 exhibition a total of 1982 rides were made with the elevator, 27.5 kWh being drawn from the power supply for the traction operation and 8.1 kWh being produced in the regenerative mode and supplied back to the building's power supply network. With a charge of 0.29 € per kWh this corresponds to savings of 2.35 € for the four days and annual savings of 214.40 €. Energy recovery not only results in a better energy classification of the elevator system but also directly yields an economic benefit. Depending on the degree of utilization elevators provide different savings which may sometimes prove to be quite small. But in view of the total number of elevators (in Germany approx. 700,000 systems) the saving potential cannot be ignored. Whenever this is economically possible, one should therefore always include the energy recovery option when installing new elevator systems. And even when systems are only modernized and the drive system is replaced, energy recovery is an option to contribute to a reduction of the CO₂ level and to the protection of the overall environment.

Summary

The publication of VDI 4707 turned the spotlight on the energy demand of elevators. The project described in this paper clearly shows how intelligent energy recovery applications allow energy to be saved from the first ride onward. Other savings are achieved by networking the components via the open standard CANopen-Lift allowing energetically optimized ride curves and a distinct reduction of the energy demand in standby mode. CANopenLift is also the basis for the measurement, visualization and transmission of energy values with the flexyPage system. In conjunction with other sensor data, the networking option provides additional possibilities for an energetic optimization of components and systems in special operating conditions.

TABLE: SYSTEM OF THE MEASURED ELEVATOR SYSTEM	
Passenger elevator	
Nominal Load	1.000 kg
Passenger	13
Nominal Speed	1,6 m/s
Travel height	19,93 m
Landing	4
Suspension	2:1
Local drive	down/beside
Drive	LiftEquip PMC 170L007
Diameter of traction sheave	400 mm
Ropes	5 x 8 mm (Drako 250 T)
Frequency system	LiftEquip MFR 18
Car light	Böhnke + Partner bp308 CANopen
Car light	LED
Energy measurement	Janitza
Display	ELFIN flexyPage

¹⁾ ELFIN ²⁾ LiftEquip
Lift report @ year's issue 42 (2016) magazine 1

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flexyPage at Heilbronn Lift Conference 2016

By Jörg Hellmich

MAR
10
2016



For many years, developments in the industry and new standards have been considered at the Heilbronn Lift Days. This year the event took place on 8 and 9 March 2016. For some years now, a trade exhibition has accompanied the congress. This year we presented our flexyPage displays to the trade public for the first time. We were surprised about the great interest in our displays. Especially the combination of elevator data and multimedia content and easy configuration with a browser via the internet were received enthusiastically. Of the exhibited designs, the touch display in particular was received with interest, more so than the LT-Line display. This time the touch mirror display was still called a 'gimmick'.



Many thanks for the positive feedback, the personal exchange with you and the impulses for future innovations.

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New visualisation capabilities in conjunction with interconnected load measuring sensors

By Jörg Hellmich

APR
07
2016



Load measuring sensors for elevators are used in many different areas. Usually the identification of overload situations is sufficient. In other applications though, exact information about the load situation is necessary. New measuring processes and the interconnection of sensors via the field bus of the lift are now offering flexible possibilities for evaluation and visualization for many application cases.

In the past the load measuring tool of a lift provided three different static signals: 'no-load' when the lift is empty, 'full load' when no additional load could be taken and 'overload' when the permissible nominal load was exceeded and the lift was not allowed to move off.

Thanks to the interconnection via the field bus the absolute measurements of the sensors are also available now. In combination with modern TFT displays these measurements can be depicted directly, but also as trend indicator, depending on the use case.

Depicting the absolute measurements is especially useful for freight elevators. Here the load displays is often used to determine the weight of goods when they are transported for loading. In this case the lift is used as simple scale and the measured load can be depicted directly on the display in the lift car or in the halls on each floor.



Img.: Depiction of the current load on a display in the lift car.

For passenger elevators in normal operation, displaying the absolute measurement of the load is a 'no go'. Many users would feel highly uncomfortable if others could see what their weight is. In this case a trend indicator without the absolute value - e.g. via bars or an analogue pointer instrument.



Img.: Depiction of the current load in the cabin through a pointer instrument without the absolute value.

In case of a lift malfunction on the other hand the depiction of the current load as absolute value can be very helpful even in passenger elevators. When it comes to trapped passengers the floor displays can provide more information to the current location and load of the lift. This can speed up the deliverance of trapped persons and thus can be very valuable especially when time is short e.g. because of a fire.



Img.: If data from a position and load measuring sensor are provided via the field bus, this information can speed up the deliverance of trapped persons.

The interconnection of floor displays with load measuring sensors is also useful in normal operation. It can be used to avoid incomprehension and frustration of users. For example in the situation when they wait for the lift and it drives past the floor without stopping. One reason for this can be that the cabin is already full. This is determined by the controlling when the load sensor sends the 'overload' signal. Instead of depicting this signal for the user though, it can be explained more clearly by displaying a picture of many people together in an elevator or outputs such as 'full cabin'.

The implementation of indication functions like this is very easy with the flexyPage system. The high resolution displays can visualize sensor data independently thanks to various integrated widgets. With just a few clicks these widgets can be adapted so that depending on the use case the absolute value in kilogramm, an analogue pointer instrument with or without values or a bar graph for relative display of the load is used.

When there are large displays with high resolution in the lift for depicting advertisements, the measurements of the load sensors could also be used for a user based billing system. In this case the load measurement is used to calculate the number of persons in the lift car, which then will be saved in a database in connection with the advertisement depicted at that time. The advertising companies then will pay their fees depending on the quantity of people the ad has been shown to.



Img.: Depiction of advertisement and the relative load on a display in a lift car.

Summary

Modern display systems in lifts together with the sensors of the elevator offer many new possibilities. Some of them we described for you on our website flexypage.de.

The base of this application is the interconnection via the field bus of the lift and the open standard CANopen-Lift, which enables the communication between lift controllers, actuators, sensors and modern display systems.

More and more sensor manufacturers take the opportunity and introduce new innovative products to the market. An overview of the suppliers can be found on CANopen-Lift.org.



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CANopen-Lift PlugFest April 2016

By Jörg Hellmich

APR
14
2016



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On April 12 in 2016 the [12th CANopen-Lift PlugFest](#) took place in Nurnberg during the CAN in Automation. This time we took part with our flexyPage displays again and were able to successfully test control systems of the companies BÖHNKE+PARTNER, Georg Kühn Steuerungstechnik, Kollmorgen Steuerungstechnik and Weber Liftechnik, as well as the Safeline LED indicators and Wittur’s door control unit.

At the SIG-lift meeting the following day, several new functions for displays were determined, which will be implemented by us within the next few weeks. Those will be tested in cooperation with all control system manufacturers at the PlugFest in September 2016.



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flexyPage at the Schwelm Symposium 2016

By Jörg Hellmich

JUN
05
2016




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For the 14th time new products and developments in the industry will be presented at the Schwelm symposium. This year’s event will take place on the 13th and 14th June in 2016. During the event specialists will give interesting lectures on the main theme of “modern technology in the lift”, which will be accompanied by a technical exhibition.

We will exhibit our flexyPage displays for the first time at Schwelm’s Symposium this year. Aside from that the new **universal Gateway LCL-01**  will be introduced there as well. It enables protocol conversation between the common interfaces (CAN, LIN, RS232, RS485, USB and LAN) in the lift industry.

Jörg Hellmich will be in attendance to demonstrate the innovations of the flexyPage displays and the universal gateway’s new possibilities.

We look forward to a reunion, personal exchange and incentives for further innovation.

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The usage of touch screens in lifts

By Jörg Hellmich

JUN
08
2016



When facing the rapid development of modern TFT screens in the lift industry it quickly becomes clear, that this is not just a passing trend, but the future. The use of screens in lifts does not only look impressive, but also brings many technical advantages. More and more often multifunction screens are utilized across-the-board. They can be found not only in the industrial sector anymore, but rather in households. The touch technology makes screens a flexible input device and allows interaction with the user. It therefore makes sense to use touch screens in lifts, both in car and floor panel. Therefore the interested users' question of the technology's advantages and disadvantages raises.

Innovative use of touch screens in modern lifts

Once touch screens are implemented into the lift's cabin easy call entries and many advanced functions can be realised. All kinds of content can be visualised on different parts of the surface. Unlike in case of conventional panels, the element's presentation on the display does not have to be static. For each function, the displayed content can be adjusted dynamically on the screen corresponding to its use case. This is why touch screens are great for applications where a huge amount of command controllers must be quickly adaptable. Thus the lift user can not only be better informed, but also act interactively using the touch function. Therefore touch screens establish a functional interface between user and lift due to their easy handling. As argument against touch screens is sometimes listed that especially older people are not familiar with this new technology yet. But with the aid of well-conceived screen designs the screens' functionality can be immediately comprehensible.

Below some use cases of touch screens are reviewed.

Call entries in the lift's cabin

Usually screens in lifts are used for displaying the actual floor, direction indication and status signals. When touch screens are used in lifts the call entry is not far to seek. On the screen displayed push-buttons can function as command controller in the lift. By the use of graphic design additional floor information can support the user's orientation in the building. Here, for instance shown logos and the resident's names on the buttons as well as colour-coded receipted push-buttons can provide extra support.

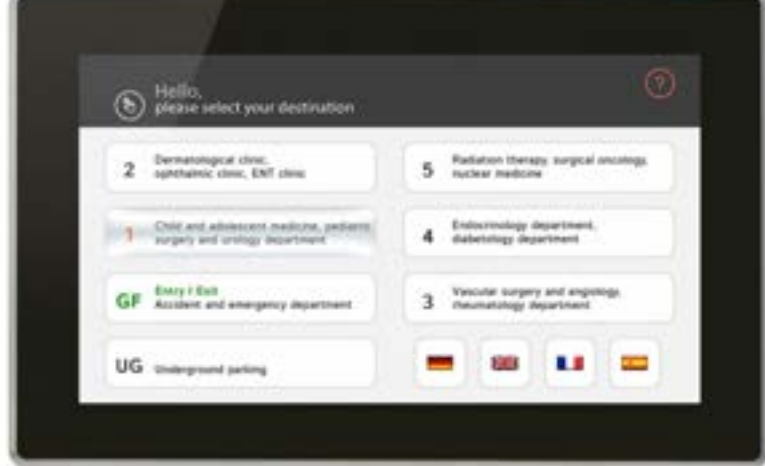


Fig. 1: Visualisation of a floor register on a cabin screen.

The residents register

The on the screen displayed content can be adapted very quick and simple. Thus screens are perfect for buildings where the change of residents is predicted frequently. In buildings where visitors are expected, screens serve as information point for residential details. In this way floor-related information, for example infographics or advertisements can be shown while driving. The individual scope of design allows space for groundbreaking ads. A further innovative application is the visualisation of a residents register for call entry, rather than a call entry via common push-button. In this case the user selects the resident's name as his target and the corresponding floor is automatically gathered from the deposited database.



Fig. 2: An individual visualisation of a residents register on a touch screen. The call entry is selected by resident. This is especially helpful, when just the target but not the floor is known.

The access control

Nowadays safety issues become increasingly relevant. Not just in office buildings or hotels, but also for instance in hospitals, when lift journeys to certain floors should be allowed for authorised people only. In this case not the absolute safety has priority, but rather the ease of use and adjustment of access data. In hotels the common handed over room card can be used, other applications often require a simple keyless system. For that matter touch screens are excellent. After giving a call, the user can be prompted to enter a PIN. For this purpose a numeric keypad can be displayed on the lift's screen. Only when the right PIN is entered the corresponding call will be given. Thus the journey to certain floors can be restricted, as well as priority rides activated after a PIN entry. The integrated timer function enables to activate the function only in particular times of the day. If the screen is interconnected to the building, the PIN can be easily changed by the property management or gatekeeper.



Fig. 3: With flexyPage displays the possibility of access control via a PIN entry is given. Thus, simple access restrictions are realisable.

The target selection controler

An target selection controler captures the given call entry of each passenger before entering the lift and assigns him the optimal lift at that time. In this way, the lift's journeys can be appointed to core situations, like the filling of the building. Particularly for target selection controler touch screen prove themselves as appropriate input device, hence more dynamic information can be provided. Generally no control elements are needed in lift cabins when using target selection controler in standard operation. In the cabin only one screen will be included for displaying the selected stops. In special situations, such as the transport of loads, individual lifts are taken out of this target selection controler group mode. In that case a possibility for call entries must be given in the cabin. Touch screens can embody such operating panels.

Displaying timer and event-triggered elements

Overlooking the modern touch screen's various visualisation facilities, it becomes apparent that those have a lot more to offer than conventional lift panels. Traditional panels are static. During production, the assembly, appearance and function of the operating panels is determined already. Those can be only changed with great effort later. This is totally different with screens comprising touch functionality. The displayed operation elements can be adjusted to the buildings requirements through configuration at any time. Many elements are only needed in certain operating situations or defined times. Touch screens enable the flexible visualisation of indications and operating elements dependent on date/time or certain events. For that reason, for instance call buttons can be just displayed during opening times, the restaurant offer is only presented in the lunch break and an evacuation plan is shown in case of emergency.

Touch screens in disabled-friendly lifts

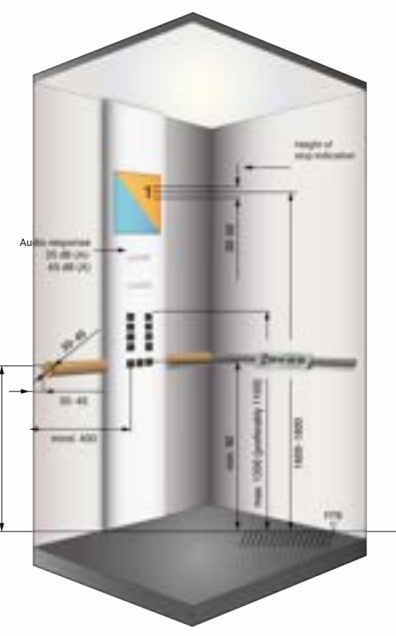


Fig. 4: The EN81-70 imposes special requirements on the usage of screens in a lift cabin.

The EN81-70 composes special requirements on disabled-friendly lifts. Mechanical buttons in special models are prescribed by law. But additional touch screens can simplify the handling. Nevertheless, the screen design should just include a few multimedia elements. Some of those important aspects concerning the design are high contrasts, minimum height requirements for the presented elements, defined symbols and the use of plain backgrounds. Additional, touch screens can broaden the communication with the emergency center and enable visual communication with the deaf in case of lift malfunction with passenger entrapment. From the emergency center sent questions to the trapped persons can be answered with yes or no by simply tapping the touch. Touch screens are therefore a reasonable complement to lifts considering the EN81-70.

New challenges

The use of new technologies always imply new challenges. All the same with the use of touch screens. In this context especially the huge range of functions and design possibilities should be mentioned. Many possibilities do also mean increasing effort in configuration. Hence the supplier's advice should be utilised. The screens functionality depends strongly on a well-designed layout. Here, some suppliers offer an individual screen design after discussing the demands.

The use of flexyPage screens in lifts

flexyPage screens were developed especially for the use in lifts. They are available in various sizes, models and equipment, for instance as touch screen. Right at the development stage the screen's easy configuration and the support through the supplier had priority already. Thus the configuration software was developed web-based, with the result that the operations and the configuration of the screen can be made via any up-to-date browser and the internet. This could be done for example by the supplier or service providers. The extensive functions are implemented through widgets, which are provided in a major library and can be freely combined for any use case. For realisation and guidance regarding the screens designs and different use cases, an expert team is available at ELFIN. They will also support you on the initial startup of the screen.



Fig. 5: flexyPage's widget categories (f.l.t.r.) lift status indicators, lift buttons, sensors, web services, entertainment, date + time, individual widgets

Conclusion

A touch screen for call entries is modern and enables many possibilities which cannot be offered by conventional panels. More information can be displayed and dynamic interaction with the lift user is practical. In many applications the touch screen not only serves as visual enhancement, but also as reasonable and functional supplementation. The touch screen's design and functionality are due to the easy configuration modifiable in the aftermath. More, the lift's function can be adapted to changing requirements of utilization, without causing additional wiring effort. Some examples for the usage of touch screen in lift cabins and as floors screens can be found at our product website flexypage.de/en. There are also descriptions of some applications like the use in hotels, hospitals or office buildings.



Fig. 6: flexyPage screens are available in various sizes, models and with variable equipment. This is a selection of different flexyPage products.

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Modern lift-technic - The Schwelm Symposium 2016

By Jörg Hellmich

JUN
15
2016




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Along the lines “modern lift-technic” the Schwelm symposium took place for the 14th time. Many exciting lectures were held on the many current issues in the industry once again. Many product manufacturers took the opportunity to present their innovations on the accompanying trade exhibition. This is where also our [LT](#)- and TME3-Line flexyPage displays with their newest widgets were shown. Particularly the possibility of [web-based remote configuration](#) via the internet met the visitors with great interest.



Besides, also our newest product the [LCL-01](#)  was presented. The new option of accessibility of lifts to building automation and as protocol gateway attracted brisk interest.

The industry is evolving, which was also demonstrated by the many inspiring conversations. With all its interesting and appreciable content, the Schwelm Symposium was a great success again. Many thanks for the plenty stimulating conversations in a pleasant atmosphere.

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JUL
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By Anonymous (not verified)

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New visualisation capabilities in conjunction with interconnected position and speed widgets

By Jörg Hellmich



AUG
25
2016

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Today, sensors for the measurement of the absolute car position are standard features of a modern lift system. The sensors are used to accomplish the lift cabins millimetric hold. Nevertheless, the resulting sensor data was never visible for the elevator passenger before. So far, information about the lift cabin's actual position was 'just' given through a broad floor indication. If a direction indication is displayed as well, the passenger is able to guess the lift cabin's actual position. Only in case of extremely high buildings, for instance the Taipei 101, the lift cabin's actual position or speed is graphically visualised or presented as digital value on a display.



Fig. 1: Position and speed illustration in the lift of the Taipei 101 tower.

In the following, some application cases will be clarified.

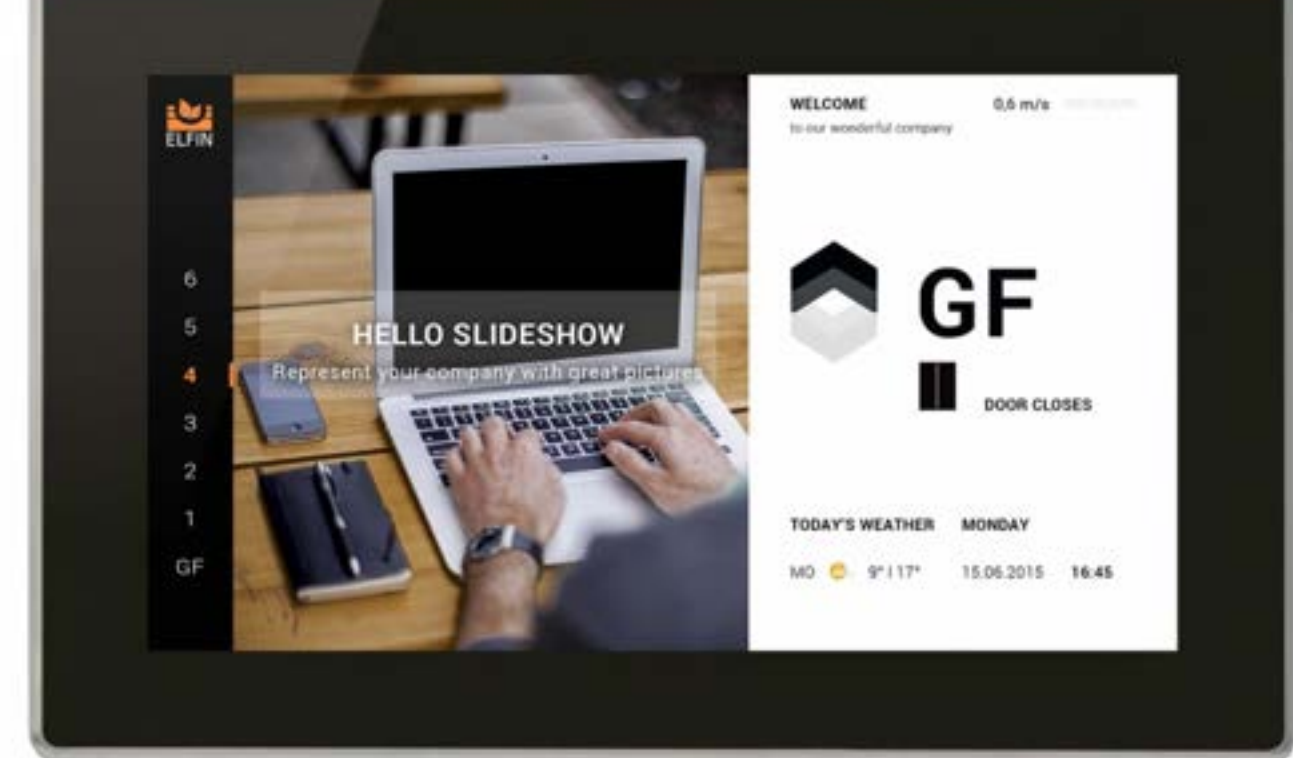


Fig. 2: Combination of floor and position indication. In the top right-hand corner a digital speed indication is shown.

Applications

Position and speed indication

Position and speed indication were formerly known of observation decks and television towers, like the Olympia tower in Munich. They function as gadget, to highlight attractions as a particularly fast lift or the buildings height.



Fig. 3: Display of the lift cabin's actual height and speed in the Olympia tower in Munich. Source: <https://youtu.be/0V6bJ0TUI>

Window effect

The so known window effect can be created with the help of huge displays inside the lift cabin, on which videos or 3D animations in relation to position, travel direction and acceleration are screened. Thus, the effect of viewing out of a window occurs. Nevertheless, the video does not have to correspond with the real view out of the building. For example, a simulation showing a journey into space, could offer a new kind of entertaining lift rides. How to realise the window effect application, will be specified in one of the following magazin issues.

The examples mentioned above let suggest, that the interconnection of sensors and displays are only in use for high-end applications. However, due to the absolute value encoder's proliferation in standard lifts, sensor data is also available for TFT displays via the standardised bus. This forms the base for many new applications to come.

Warning of steps

Modern TFT displays represent a central element in lift cabins to communicate with the passenger. They are not only able to visualise information for the user, they can provide acoustic signals as well. Therefore, it is non-obvious to use displays also for safety notes. One of the most common causes for accidents involving lifts is the variation in height between the floor and the lift. Such a tiny variation of only a few millimeters can not only present a serious risk in retirement homes. In this cases a 'mind the step' notice can provide a complement. This feature can be implemented with flexyPage displays independently from a lift's controller. Connected with a position sensor, the displays are able to learn the exact floor position. If there is a variation in height between floor and lift, the user can be informed through acoustic and visual warnings.



Fig. 4: Warning "mind the step" on a lift cabin's display.

Passenger entrapment

In case of lift malfunction sensor data of modern lifts can be analysed to determine the exact cabin position. More, trapped passengers can be identified. If this is proved to be true, the information can be displayed on a display in the entrance area and support the faster rescue.



Fig. 5: Emergency note "lift malfunction with passenger entrapment" in a buildings entrance area.

New technologies allow a simple realisation

All herein described functions, are only achieved by using bus systems in lifts. The sensor data of all lift components are available via standardised protocols and enable many new features. Together with powerful processors and inexpensive memory modules in modern TFT displays, more comfort and safety functions can be realised. Nevertheless, increased features do also mean a more complex configuration and the configuration used to be a great disappointment in many displays, since the software was not intuitive and update uploadings could only performed on site.

flexyPage displays are an example of what is possible today. Displays can be configured easily through the internet by only using an up-to-date browser. Its functions are provided through widgets, which can be positioned with the help of drag and drop. It is also possible to display them event triggered. Even complex applications can be configured this way in just a few seconds. Currently over 20 widgets for visualisations of several sensor data are available. Examples are indications of position, speed or weight.



Fig. 6: True-to-scale graphical visualisation of shaft and lift position (left) and speed indication pictured as dial instrument in combination with building, lift and internet information.

Abstract

Modern TFT displays in lifts are a visual upgrade and do also entertain the passengers. By evaluating the sensor data and the using event triggered visualisation, many new and useful, optical and acoustic indicators result, which can also increase the passengers safety. It is also noteworthy, that this solution can be easily retrofitted in lifts, since the evaluation of sensor data is made autonomous by the display. More information about flexyPage displays and their application cases, can be read on the product website flexypage.de.



Fig. 7: Example of a position and speed indication, represented as digital value and as true-to-scale graphic.

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Product presentation in Schwelm, January 2017

By Anonymous (not verified)

JAN
07
2017



ELFIN will hold an exhibition together with SafeLine Germany with the aim to present all current products. **Lift Manufacturers, specialist planners** and **lift system operators** are invited to come and meet with us in Schwelm on 31th of January 2017.

More event details and a registration form can be found here '[Product presentation in Schwelm](#)'



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A review of the product presentation in Schwelm

By Bianca Splittorf

FEB
01
2017


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On January 31, 2017, ELFIN hold a product exhibition in cooperation with SafeLine Germany. Despite invitations on short notice, several companies were able to get a away from day-to-day business and had a look at the presented innovations.

We would like to thank you for the consistently positive feedback from visitors. For those unable to participate, there is the possibility to convince yourself of the new flexyPage products in March. We are looking forward to meeting you at the Heilbronn Lift Conference.

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Visit ELFIN on the 34th Heilbronn Lift Conference

By Bianca Splittorf

FEB
20
2017



On 7th - 8th March, ELFIN Technology will again be represented at the accompanying exhibition of the Heilbronn Lift Conference. As with the product launch in Schwelm, we will present our new product lines CEF-Line and DM-Line. We look forward to the many interesting conversations.

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Our review of the Heilbronn Lift Conference 2017

By Bianca Splittorf

MAR
08
2017



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On 07th - 08th march, aprox. 300 participants met on the Heilbronn Lift Conference. The interesting presentations took place relating to this year's theme "The Elevator - a safe place".

Mr. Hellmich of ELFIN Technology presented the new product lines of the flexyPage elevator display. The visitors were highly interested in the possibility to configure the displays' multimedia content via the internet. The new touch displays of the DM-Line and CEF-Line received also very positive feedback as well as many suggestions for new features.

We like to thank you for the interesting talks and inspirations.

CU at Schwelm.



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The top 5 benefits of using flexyPage displays

By Bianca Splittorf

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02
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1. Increases the value of buildings and lifts

The web-based flexyPage Editor offers you an extreme variety of possibilities for the display screen design and makes it an absolute eye-catcher in your lift and building. Contrary to other design tools, you can integrate the corporate identity of your company into the screen design. This way, you can give your company a modern and innovative appearance that stands out while increasing the value of your lift and building.

2. Time-controlled advertising and usage as digital signage

With a flexyPage display, you have the opportunity to reach your visitors with targeted information and messages at specific times or events. Each widget can be displayed or hidden on the display to correspond with a time or event. It is solely up to you to determine which content is seen when! Additionally, you can use the displays outside of your lift for digital signage.

3. Dynamic visualisation of sensor data and a variety of widgets

Thanks to the compatibility of CANopen-Lift, a variety of sensor data, such as the load, speed, altitude or floor position of your lift, can be displayed with various widgets. The combination with different web services, such as weather or RSS feed, is also possible. You do not need to be a designer for this. The integrated web editor is designed in a way that makes it easy for anyone to quickly and easily create appealing screen designs. Moreover, all displayed information can be exchanged effortlessly at any time with just a few simple clicks.

The **video tutorial** below shows how to adapt the flexyPage Editor to your individual requirements and how to use it.



4. Comfortable configuration from a distance

When disposing of a flexyPage display, you can access the flexyPage portal. Here, you can manage all your devices and users. Each display can easily be configured over the Internet, so you keep an overview of all your displays.

5. Flexible installation methods and different sizes

Our display sizes vary from 25,6 cm (10.1") to 165 cm (65") and are available in different designs. To ensure the optimal use of your personal application, we offer a wide range of installation methods, whether front-mounted or embedded in the wall for a modernized look. In addition, you can activate different energy-saving modes in the flexyPage Editor to reduce the energy consumption of your display.

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Digital Out-of-Home Advertising in the Lift Industry

By Bianca Splittorf

MAY
29
2017



Digital Out-of-Home (DOOH), is currently experiencing a rapid development and is in more demand than ever. It has already overtaken some of the subsegments of classic Out-of-Home Advertising. According to the latest Nielsen figures, the German DOOH spending in advertising rose to 46% in the first quarter of 2017 compared to the last year. At the same time, expenditures on traditional Out-of-Home Advertising decreased by 4%. Various types of digital media are also gaining more and more importance internationally. The global market share of digital media is 27.7% of total advertising revenue. Moreover, the national spending on digital advertising this year is expected to be around € 4.9 billion. Digital media in the Out-of-Home sector show to be especially stable here.



What is Digital Out-of-Home Advertising?

DOOH Advertising applies to all digital media that are used in public for marketing purposes. Due to their wide range, it is often said to be a one-to-many medium. Contrary to the classic Out-Of-Home Advertising media, such as posters, billboards or city lights, DOOH Advertising mainly involves moving images.

Is Display Advertising in a lift considered DOOH Advertising?

The answer is yes! Although a lift is spatially located inside of a building while other types of DOOH Advertising are usually outside, it can still be called as such. The term 'Out-Of-Home Advertising' applies to all media outside of one's private environment, for instance railway stations, airports or public streets. Consequently, modern (digital) TFT displays used for advertising purposes in lifts can be referred to as DOOH Advertising. However, outside does not always mean outside of buildings. Large digital screens are also often used at the Point of Sale of large department stores, electronics stores or hotels. Digital media used for this purpose also belong to DOOH Advertising.

The advantages of DOOH Advertising compared to advertising on mobile devices

30% of all Internet users in Germany mainly access the Internet via their smartphone. However, Internet advertising via mobile devices is not automatically seen by everyone. About 30% of 14-29 year olds use Adblocker on their smartphones. In a survey conducted by Yougov (April 2017), 69% of the Internet users stated they use Adblocker due to intrusive advertising. Pop-Ups, sudden forwarding to other pages and noisy automatically-starting videos are regarded as extremely annoying. At this point, digital outdoor advertising has a clear advantage: it is a non-disruptive mass medium. Without being interfering or obtrusive, it is eye-catching and can be a welcome distraction while waiting. In addition, advertising on public screens and displays can not simply be switched off. DOOH Advertising has a wide range of possibilities, is precise and reaches people at the right moment.



DOOH works best in enclosed spaces

On the other side, DOOH Advertising has its flaws. LCD displays do not work as well in sunlight as in shade or at nighttime. Additionally, LED walls require a larger viewing distance and don't provide sufficient resolution. Also, the moving picture, one of the key features of DOOH, is legally very limited on the roadside. The full effect of DOOH Advertising is therefore actually achieved in enclosed spaces.

The lift is the ideal place for Display Advertising

Since the lift is an enclosed space where passengers find themselves waiting to reach their floor, it is a very suitable place for Advertising. Displays are positioned to be visible by all passengers and provide a fixed point for them to direct their view, providing a welcome distraction. The flexyPage display is a perfect digital medium due to its ability to link lift information with Advertising. With flexyPage Campaign, the new software for displaying advertising content in lifts, you can now plan your own digital advertising campaigns. For example, your content can be linked with different lift conditions in order to display different advertisements on different floors. This way, you reach the right people at the right time with your messages.



[Learn more about flexyPage Campaign →](#)

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Guest lecture by Jörg Hellmich at the Schwelmer Symposium on June 27th

By Anonymous (not verified)

JUN
26
2017

Opportunities and challenges in the linking of lifts

On the 26th and 27th of June, experts meet again to discuss current issues in the lift industry such as standards and occupational safety regulations. ELFIN will be attending this year's Symposium as well. On the second day of the event, the 27th of June, Jörg Hellmich is going to talk about the opportunities and challenges in the linking of lifts.

Also, the flexyPage displays will be shown as part of the accompanying product exhibition.



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Look back on the 15th Schwelmer Symposium

By Bianca Splittorf

JUN
28
2017



Around 150 visitors came to Hotel Vesper in Sprockhövel on June 26th and 27th to participate in the annual Schwelmer Symposium. The established event is known for qualified lectures and forward-looking impulses all around lifts. With about 21 speakers there was much to learn and to discuss. With four lectures on the subject of digitalization and one on the possibilities of using HoloLens, became apparent that 'modern technology' really is the central theme of the event. The basis of digitalization are digital and networked systems. In his lecture "Possibilities and challenges in the linking of elevators", Jörg Hellmich pointed out the challenges arising through cross-manufacturer networks up to operators and elevator maintenance companies.

In the accompanying exhibition, the stretched and touch displays of flexyPage attracted much attention at the flexyPage stand.

All in all, the lectures resulted in a lot of new insights, suggestions and interesting discussions among the participants. We thank you for the successful event and look forward to the next year!

Follow us on [Twitter](#)  and [LinkedIn](#)  to be the first to be informed about new entries, events and updates!

Sign up [here](#) for the monthly flexyPage newsletter.



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Getting ready for the Interlift 2017

By Bianca Splittorf

JUN
29
2017



Only a few months remain until the leading international trade fair Interlift will take place in Augsburg and our team is busy in making all important preparations. This year, many new features await you at flexyPage! The flexyPage displays will be exhibited at their own booth this year. Also, you will learn about our company and about our services for lifts apart from flexyPage.

In recent years, there have been some exciting developments with flexyPage and we are particularly pleased to see and to hear that our work of the last past years has been appreciated by partners and customers. This motivates us even more in our endeavor to serve the lift industry with innovative products and to keep on developing intelligent information solutions for lifts which equally benefit both, building operators and users alike.

What we can already reveal is that we will introduce new products in the hardware and software field - be surprised!

Follow us on [Twitter](#)  and [LinkedIn](#)  to stay updated in the meanwhile!

Want to know about the latest technological innovations that move the lift industry?

In our newsletter, we regularly share interesting information about our products and on current technological issues and facts in the lift industry. Sign up [here](#) to receive exclusive articles and interesting news.



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The company behind flexyPage - ELFIN Technology

By Bianca Splittorf

OCT
09
2017



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ELFIN Technology

Helping the industry see there's more to digitalization than minimizing paper.

ELFIN was established in 2012 in Cologne, Germany, becoming one the of the leading innovators of cross-linking in the elevator industry. The company is specialized in web technologies and open CAN-based cross-linking of controllers, sensors and actors, as well as digital signage.

Three Friends

Managing director Jörg Hellmich was one of the founding members of the CANopen Special Interest Group Lift in 2001. At the time, he was working as an experienced developer and project manager in the field of embedded software and hardware development, dealing with elevator controllers, electronic components and lift monitoring systems. Today, he has more than 25 years of experience in the elevator industry. He continues to be the group's chairman and the driving force of the CANopen Special Interest Group Lift. When he met two friends who had decided to launch a management consulting firm, he was caught by their spirit of enterprise. Jörg Hellmich jumped on the bandwagon and laid the foundation of ELFIN Technology. Since then, ELFIN has grown steadily and recently established a subsidiary based in Plauen in Eastern Germany. Today, ELFIN consists of three segments: agriculture consulting, engineering and lift technology. "At our core, we're an inventive company. We move things through development," says Michael Braun, one of the three founders.

Always at The Cutting Edge

Since the company was founded, the role of digital technology in the elevator industry has been rapidly shifting. Jörg Hellmich recognized this at an early stage and decided to become a part of the digital transformation. His vision was to create completely interconnected elevators. Today, elevators are more complex, and the interconnection of components has meanwhile become a standard. "We've changed massively over the past years," says Jörg Hellmich. "In the beginning, we were very focused on consulting and external development projects and didn't really do own ideas. Over time, we've seen that cloud-based monitoring of elevators became much more important and we've responded to that. It's not enough just to have products and services any more, the industry has to turn information and data into effective action and this is where we aim to help."

ELFIN is the abbreviation of the company's value proposition: Developing high value services and products meeting the conditions ELEGant, Functional and INnovative. Through intelligent solutions, the company pushes the boundaries of smart and connected products to make them universally accessible. Consequently, ELFIN Technology also strives for the CANopen-Lift protocol to become a worldwide accepted standard. CANopen-Lift is an open, internationally standardized application profile, which allows manufacturer-independent interoperability of components in lifts.

Products and Innovations

True to its mission, ELFIN Technology started with several client projects in the area of interconnecting electronic components in elevators and through the internet. Just two years later, the company started the development of own products too. As a result, an internet gateway was launched as the first ELFIN Technology product in 2014. A recent success story has been the flexyPage displays. The intelligent displays give the company a leading edge. Thanks to the compatibility of CANopen-Lift, a variety of lift and sensor data, such as the load, speed, altitude or floor position of the elevator, can be displayed. In addition, the elevator display is complemented by the web applications, flexyPage Editor, flexyPage Manager and flexyPage Campaign. These programs allow for customized and flexible screen designs, management and remote configuration of all devices and users, as well as time-controlled advertising and usage for digital signage – just to name a few. The display sizes vary from 10.1 to 65 inches, are available in different models, and suit a wide range of installation methods. Altogether, flexyPage is the leading elevator display comprising the largest functional scope. In addition, ELFIN Technology provides products and services based on embedded Linux, cloud services, CANopen and Modbus. Their services encompass the product's entire development process to transform ideas into market-ready products. Other products include the Universal Gateway LCL-01 for elevators and escalators and the Home-Pi SHC-01, a Smart Home Controller. Nowadays, ELFIN's clients range from start-ups to well-known international brands across a wide range of sectors, e.g. the automation and the elevator industry.

Challenges and Future

What is certain is that digital technology will transform the industry. Thus, ELFIN is actively facing challenges posed by the new requirements, business areas, and services that are emerging. "We need to notice that in a digital world, it is not only products and services anymore. What becomes more and more important is the customer experience" says Jörg Hellmich. "Soon the elevator displays will become a standard equipment". Later this year, the company plans to launch new touch display models and new widgets.

Meet ELFIN Technology

If you are interested in meeting Jörg Hellmich and his team, ELFIN will be at Interlift 2017. The company will exhibit in hall 3, stand 3106. You can find more information about ELFIN, its services and products at elfin.de/en



Jörg Hellmich, Managing Director of ELFIN Technology.



The founders of ELFIN: Michael Braun, René Specht and Jörg Hellmich.



The ELFIN headquarters in Cologne, Germany.

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flexyPage Innovations at Interlift 2017

By Katrin Loch

OCT
21
2017



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This year, ELFIN was represented with its own booth at the Interlift for the first time, where it displayed several new products and developments. ELFIN offers development services for networking of electronic components and, for two years now, a system of networked multimedia displays for elevators with its brand flexyPage.

At the Interlift 2017, in addition to various new flexyPage displays, the newly developed web application 'flexyPage Campaign', used for the central creation and distribution of information and advertising in elevators, was presented for the first time.

Touch displays

With the displays of the **DM-Line**, we offer new touch displays, which can be used in the elevator or on the floors. The displays can be flush or front-mounted and compatible with the familiar widgets of the flexyPage system. They can now also be used as input devices for target call controllers.

At the Interlift the touch displays of the DM-Line were shown in 15.6" (39.6 cm) and in the stretched format as a complete car control panel in 38" (94.0 cm).

Stretched format

Displays in **stretched format** are ideal for use above the doors in the elevator and on the floors, for vertical labeling, and also for the labeling of buttons of a cabin drawer. In the touch version, the display can also be used as a completely freely configurable cabinet drawer.

In addition to the well-known LT-Line 15,1 (38,4 cm) stretched display, the formats LT-Line 29,0 (73,0 cm) and LT-Line 38,0 (94,0 cm) are now also available. These have a brightness of 1000 nits and are therefore also suitable for daylight applications.

New functions

In the past months, we have equipped our displays with many new features and **widgets** presented on the test stand. This includes, for example, the destination input function via the touch displays of the DM-Line, the video streaming of network cameras, a video server or Youtube videos as well as TV channels.

For the support of hearing-impaired users in emergency, we have integrated a chat function, with which an emergency call center can chat with the user via the touch displays. As an extension of the entertainment widgets, the game 'Tick-Tack-Toe' was developed, which can be displayed for the entertainment on the touch displays while riding in the lift or waiting before.

The **flexyPage Editor** has also been continuously developed. The improved operation, the new functions and the simple creation of individual screen designs will be presented live at the fair.

flexyPage Manager

The 'flexyPage Manager' allows the management and remote configuration of your displays over the Internet. Again, there are many new ones, e.g. a corporate account with integrated user management and the automatic backup of snapshots of the display configuration every time you change the cloud.

flexyPage Campaign

For the first time, we present our newly developed web application '**flexyPage Campaign**'. It serves the central creation and distribution of information and advertising in elevators. In flexyPage Campaign, campaigns can be created and grouped on displays time- and event-controlled. In collaboration with the sensors integrated in our flexyPage displays, Campaign offers many parameters that can be used to tailor campaigns to the desired target groups.

We exhibited this and much more at the Interlift 2017. In the coming weeks, an even more detailed description of the new functions will be published.

Did you not had the opportunity to visit us at Interlift 2017? Then contact our **team**. We would be pleased to get the chance to present our products to you in person. Send us a **message** or give us a **phone call**!

Read more about '[New Multimedia Displays at Interlift 2017](#)' >>

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The digital information age: challenges and opportunities in creating customer experiences in the elevator industry

By Bianca Splittorf

FEB
28
2018



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In the course of the digital transformation, not only the form of communication between companies and customers is changing, but also the way in which customers experience products or rather the customer experience with a brand. In today's' digital information age, the consumer knows more than ever. The mobile web allows to continuously access information. Products as well as possible alternatives are well known even before the customer has entered a store or has made his first contact with a company. Therefore, the customer experience plays an increasingly important role, especially for the customer acquisition and the customer loyalty.



Customers do not buy products but experiences

The mere offering and advertising of a product is no longer sufficient. Today, everything turns around creating valuable, relevant and personal experiences. These form the direct interface between the customer and the brand and decide whether companies can differentiate themselves from competitors in the future and if they can win customers over in the long term. However, for customer experiences to be personal and valuable, the customer's situation must be understood and relevant content must be delivered at the touchpoint at the right time.



The elevator is an additional point of contact for interaction with the customer

Unique and valuable experiences arise, for example, through an interaction with the user. Digital screens can be used to advertise products and services and to provide interactive content or video live streams. With the flexyPage displays, interactive games such as quizzes or tic-tac-toe can be created directly in front of the elevator or while driving, entertaining the customer, creating an experience and helping to bridge waiting times. In contrast to conventional multimedia displays, flexyPage displays dispose of special features due to the connection with the elevator control. Each content can be displayed and controlled in a very targeted manner according to the (changing) elevator conditions. For example, if the user navigates to a specific floor, floor-related information such as the daily menu for the restaurant on the third floor or special offers in a department store can be displayed. In addition, the software application [flexyPage Campaign](#) can be used to plan own advertising campaigns and to roll them out on a single or on multiple displays or display groups in a time- or event-driven manner - this works remotely via a laptop, smartphone or tablet.



Strategic change in the elevator industry: from product-centered to user-centric

In the elevator industry, the digital transformation and the transition from product to experience is clearly noticeable. Conventional panels in or in front of the elevator are increasingly being replaced by digital displays or large screen projections (like the [Schindler Doorshow](#)) to address passengers as well as for an interactive provision of services and for infotainment purposes. Many companies are shifting their strategies from product-centered to user-centric, placing the elevator user at the center when designing and construction lifts. With this, digitization is playing an increasingly important role.

With flexyPage you can create unique customer experiences for elevator users

The flexyPage displays were especially developed for lifts and as an advertising, information and entertainment medium, are the leading, most holistic display system on the market. They can be used for any situation in any industry – whether [hotel](#), [shopping center](#), [hospital](#), [office building](#), airport or museum. flexyPage displays offer the user a variety of [application and design options](#) thanks to integrated web applications such as [flexyPage Campaign](#), the flexyPage Manager or the [flexyPage Editor](#). With the unique technology of the smart displays, real experiences can be created inside and outside elevators.

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5 ways to create customer experience for elevator users – with flexyPage displays

By Bianca Splittorf

FEB
28
2018

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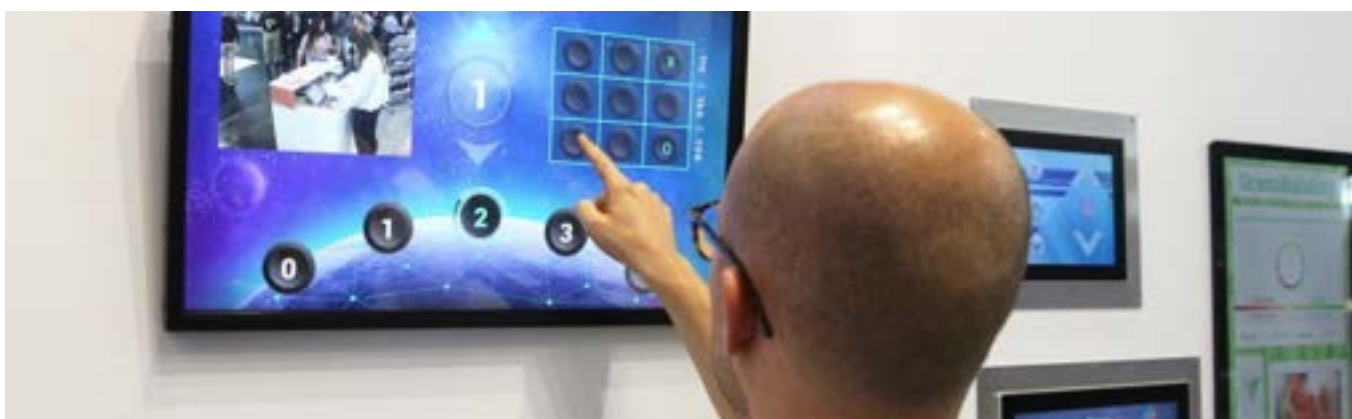


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Interactive content and games for elevator users

With flexyPage displays, you can entertain and inform waiting elevator users by providing interactive media like games or surveys related to your building, services or products. Interactive content creates customer experience and engagement. Use your elevator as an additional touchpoint to engage with your customers and to strengthen the overall customer brand experience.



Video Live-Streaming

With flexyPage displays, you can live-stream videos and present them in an appealing design to your customers while they are waiting for the elevator. Inform your customers on interesting, relevant and up-to-date news and topics and enrich the brand experience throughout the whole building.

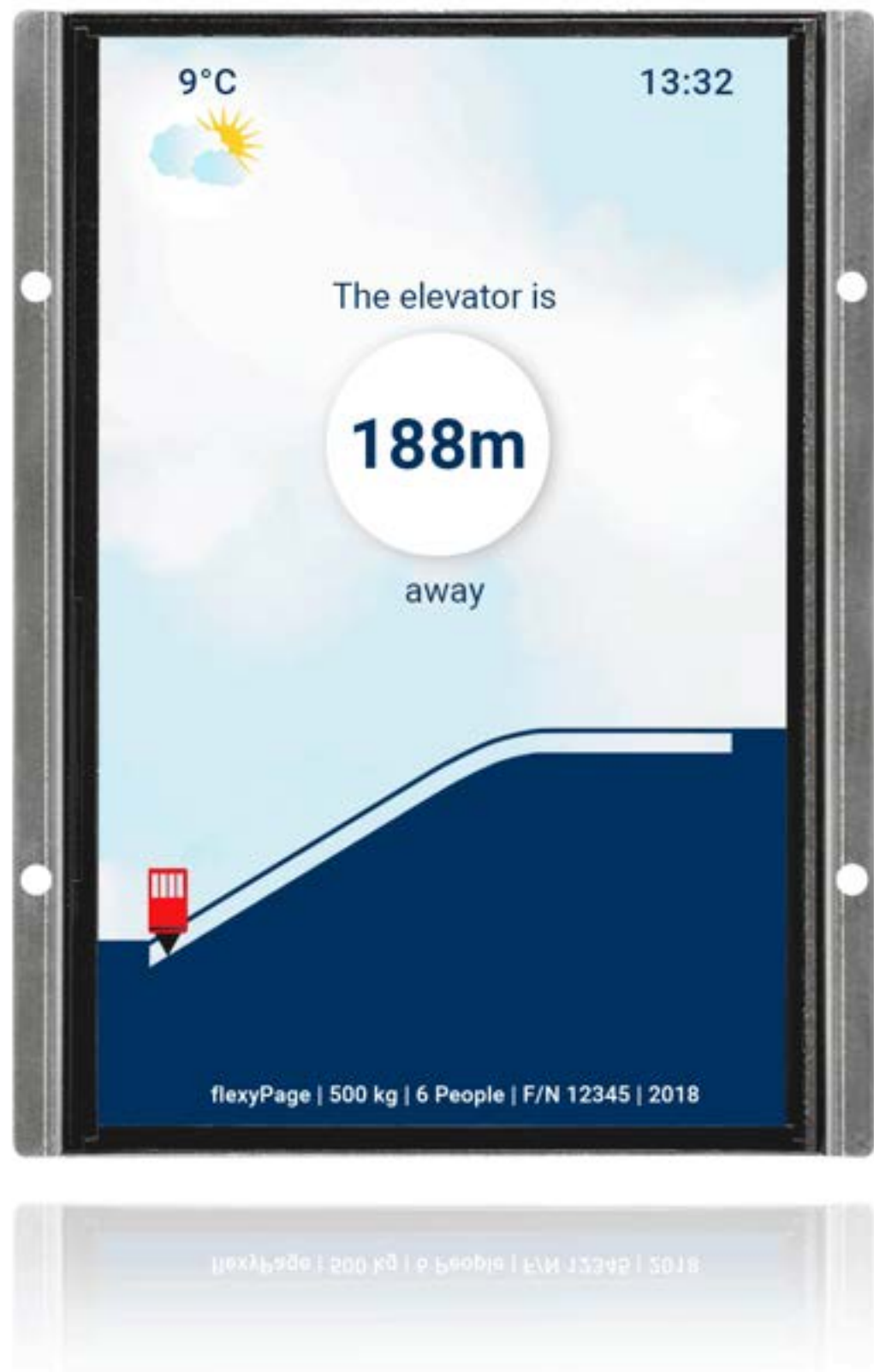
Advertisement depending on the operating conditions of the elevator

Companies must do well in adapting to changing situations of customer. A unique function of the flexyPage displays is the ability to display any desired information, content, or even advertisement dependent on the (changing) operating condition of the elevator. This is being enabled through various integrated web applications like [flexyPage Campaign](#). In a retail store for example, specific content can be shown to elevator users that are approaching a specific floor level (for example discounts on specific products in the third floor in a shopping mall).



Animated GIFs depending on the elevator position

Imagine you are in a ski resort and want to take the inclined lift to the top of the mountain. In this case, the waiting time can take quite a bit longer. The uncertainty about the arrival of the elevator and the remaining waiting time, makes many people nervous and impatient. The [widget PositionImage \[animated\]](#) was developped to help bridge unpleasent waiting times and to offer a new way of customer experience around the lift. It shows elevator users the exact position of the elevator car, the distance in meters and, if desired, the speed in real time. This allows elevator users to see exactly where the elevator is and when it will arrive.



Unique screen designs and quick adaptation of your content via the Internet

Design is considered the next step on the path to digital transformation. Companies who focus on design are well known to outperform the competition. In addition, outstanding designs help to make experiences memorable. With the [flexyPage Editor](#) you can quickly create unique [screen designs](#) according to your own wishes, preferences or corporate identity. The web application [flexyPage Campaign](#) makes it possible to plan and rol out advertisement campaigns in a lift on a flexyPage display and to quickly adapt all content via the Internet with any device, from anywhere. With these and many more options, you are far ahead of your competition as you can provide the customer with information that is really relevant to him.



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Review of the 35th Heilbronn lift days

By Bianca Splittorf

MAR
15
2018



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In March 2018, ELFIN was once again present at the Heilbronn lift days to present the latest innovations and products around flexyPage and to answer questions about display technology in elevators. This year, the flexyPage **stretched display** with touch function DM-Line 29" (73 cm) with the function of a car control panel, the flexyPage touch display of the **CEF-Line** 15.6" (39.6 cm) for destination call input, and a stretched display of the LT-Line 15.1" (38.4 cm) with the function of a floor indicator and special functions for hospitals, were exhibited. In addition, visitors were shown how easily the screen design of a flexyPage display can be configured via the internet with the integrated **flexyPage Editor** - using a laptop, smartphone or tablet.

The visitors were particularly impressed by the two touch displays, both as a tableau and for destination call input. In addition, ELFIN received a lot of positive feedback on the flexyPage Editor, which allows the user to configure the screen design of the display himself. The participating lift operators were particularly interested in the new web application **flexyPage Campaign**, which allows them to easily create, plan and roll out advertising campaigns on groups of displays via the Internet. Also special solutions, such as the flexyPage mirror display, which was often presented in the past, attracted a lot of visitors of the Heilbronn lift days.

We would like to thank all visitors for the many interesting conversations and look forward to the meeting you at other events or again in Heilbron next year!

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ELFIN at ELEVCON 2018 in Berlin

By Bianca Splittorf

MAY
15
2018



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Next week it's time! The international congress on vertical transport technologies, elevcon starts at the Sofitel Hotel in Berlin. There, ELFIN will be exhibiting **from 22 to 24 May** its flexyPage displays and presenting some of the new models of elevator displays. The functions of the elevator displays can be seen and tested live on site. Take the opportunity to talk with us on the latest innovations and developments in elevator display technology, the Internet of Things, security, connectivity, and more. We are looking forward to your visit! See you in Berlin!

You can find more information under [events](#).

Events flexyPage Elevcon Berlin

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Look back to elevcon 2018

By Bianca Splittorf

JUN
01
2018

0



At the elevcon in Berlin this year, ELFIN exhibited the multimedia elevator displays flexyPage. During the three conference days, we received a lot of positive feedback from the visitors. Especially the multimedia touch display of the DM-Line in the Stretched format aroused great interest among the international visitors. We also had a lot of interesting discussions about our mirror display with touch function which featured elevator information in a high-contrast neon design. Not only on exhibitor side, but also technically, the elevcon was very exciting and definitely worthwhile.

We were very happy to meet new and familiar faces, to make new contacts, and we would like to thank all visitors at our booth for the interest in our products and the lively exchange. The feedback from the visitors and the many suggestions motivate us to constantly develop flexyPage and to be able to offer the most innovative display system in the industry in the future.

Weren't you able to visit the elevcon? On June 11 and 12, 2018, we will be exhibiting the flexyPage system at the Schwelmer Symposium. There, we will be at your disposal for a personal and professional exchange. We look forward to meeting you!

In line with the topic

- Multimedia Stretched Displays
- DM-Line Touch Displays
- Mirror Displays

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Elevcon

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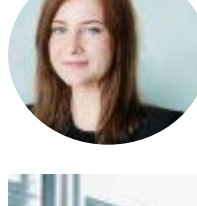
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Advantages and application possibilities of flexyPage displays at airports

By Bianca Splittorf

JUL
25
2018



Airports are very busy places with their complex infrastructure and the extremely high traffic of international travelers. According to the International Air Transport Association (IATA), the number of airport passengers is expected to double to around 7.2 billion by 2035. The handling of the arrival, transit, and departure of passengers, and cargo are therefore considered a major challenge for the coming years. Additionally, the effective traffic flow control of the many travelers is considered another challenge. Displays at airports offer operators, airlines and service providers many advantages and application possibilities in traffic flow control, for the information of passengers at airports, and for entertainment.

Digital signage for the traffic control of airport passengers

flexyPage displays offer the possibility of displaying multimedia content such as pictures, videos, weather information or slideshows in combination with elevator information in a contemporary, appealing design. The displayed information can be easily controlled via signals e.g. for directing the passengers to a particular gate for filling an aircraft. The screen design of the displays can be flexibly adapted to the corporate identity of the respective airport. In addition, the company logos of the various airlines, as well as information on planned departure times, destinations, terminals and check-in areas, can be displayed.



Quick and easy exchange of information via the intranet or the internet

In addition to the use for digital signage in and around elevators, flexyPage displays are used in a variety of industries. Thanks to the internet-based configuration, the displays are especially suitable for applications where information changes frequently. Through the networking of the displays via the airport intranet or via the Internet, building operators or service providers can remotely exchange the information on the displays at any time. This allows owners, airlines or service providers to react in short-term to changing situations at the airport, e.g. modified departure or arrival times, or ensuring that passengers and travelers are always provided with up-to-date and relevant information on the airport premises. A recreation and manual replacement of static signs at airports can, therefore, be omitted.

Informative entertainment to bridge waiting times

The use of flexyPage displays at airports is also ideal for informing and entertaining passengers in order to bridge waiting times. On the displays, videos, slideshow with changing pictures, or advertisement can be shown in the waiting areas. If an internet connection is available, it is also possible to stream TV programs from public broadcasters, or from the airport TV on the display.



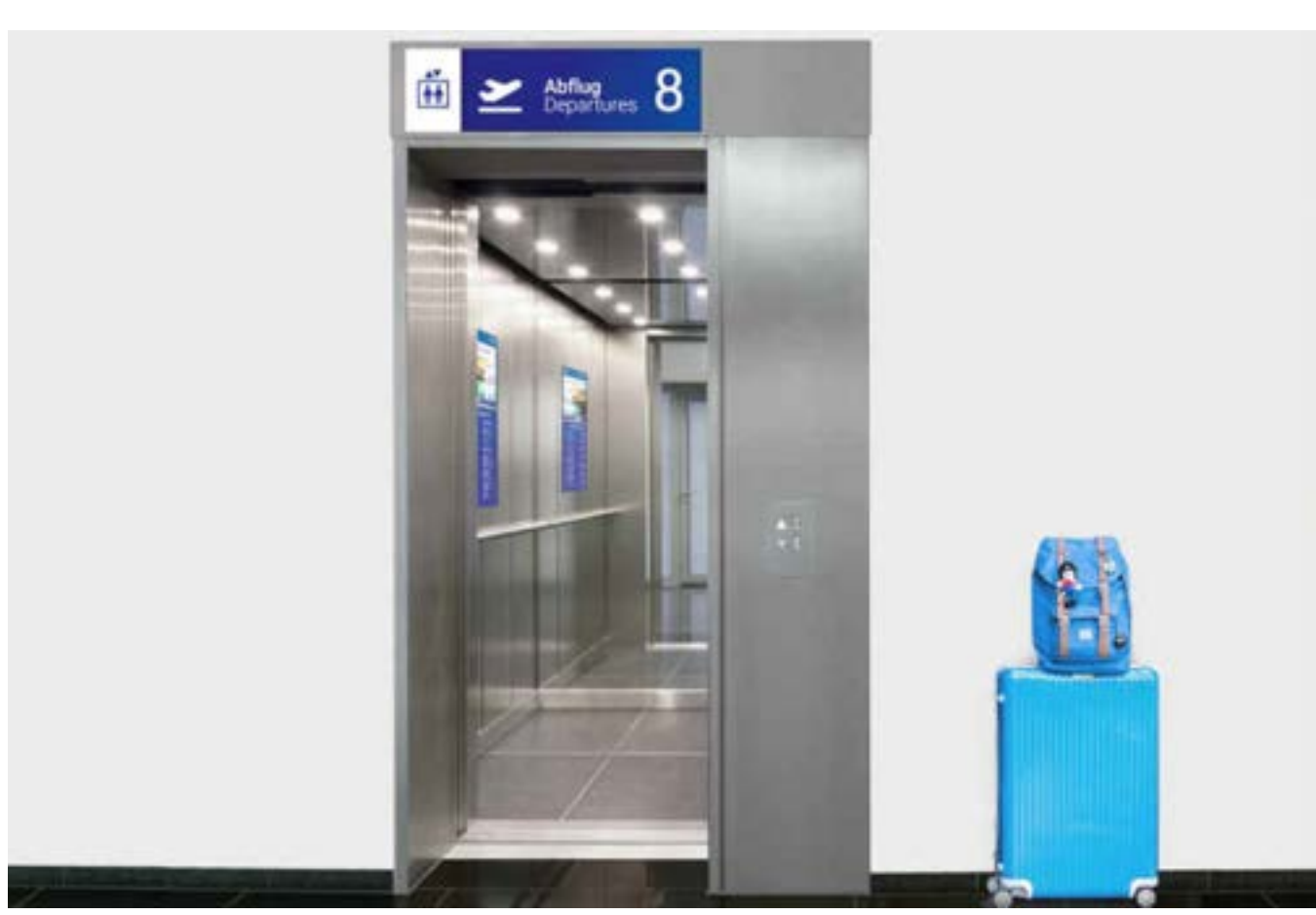
Floor-specific advertisement in the elevator

flexyPage displays are an ideal medium for advertising purposes at airports. The web application flexyPage Campaign was specifically designed to roll out advertising campaigns on individual displays, or on groups of displays in buildings, providing intelligent features for an effective timing of advertising campaigns. As an example, airlines or service providers can use the displays in the elevator to display advertisement depending on the floor. Advertisement on a café or airline on the second floor can be displayed, for example, when the elevator user drives to the corresponding floor. Thus, during the journey, the elevator user is selectively informed about offers that relate to the destination floor. If an Internet connection is available, all settings for the displays can be executed remotely via the laptop or smartphone. The time-based presentation of the advertisement is also possible. Time, the day of the week, date, and many other elevator conditions can be used to trigger advertising campaigns



Use of the displays in the elevator

If the display is used at the elevator, it is recommended to use it as an information system on the individual floors above the elevator doors, or as a lift tableau, or cabin display in the elevator. Regarding elevator information, the floor level, travel direction, door status (open / close), travel speed, load, and the car position, or the elevator status can be displayed, for example when the lift is not available to the passenger during maintenance or special trips, including an indication where the next elevator can be found.



Which display format is ideal for the use at airports?

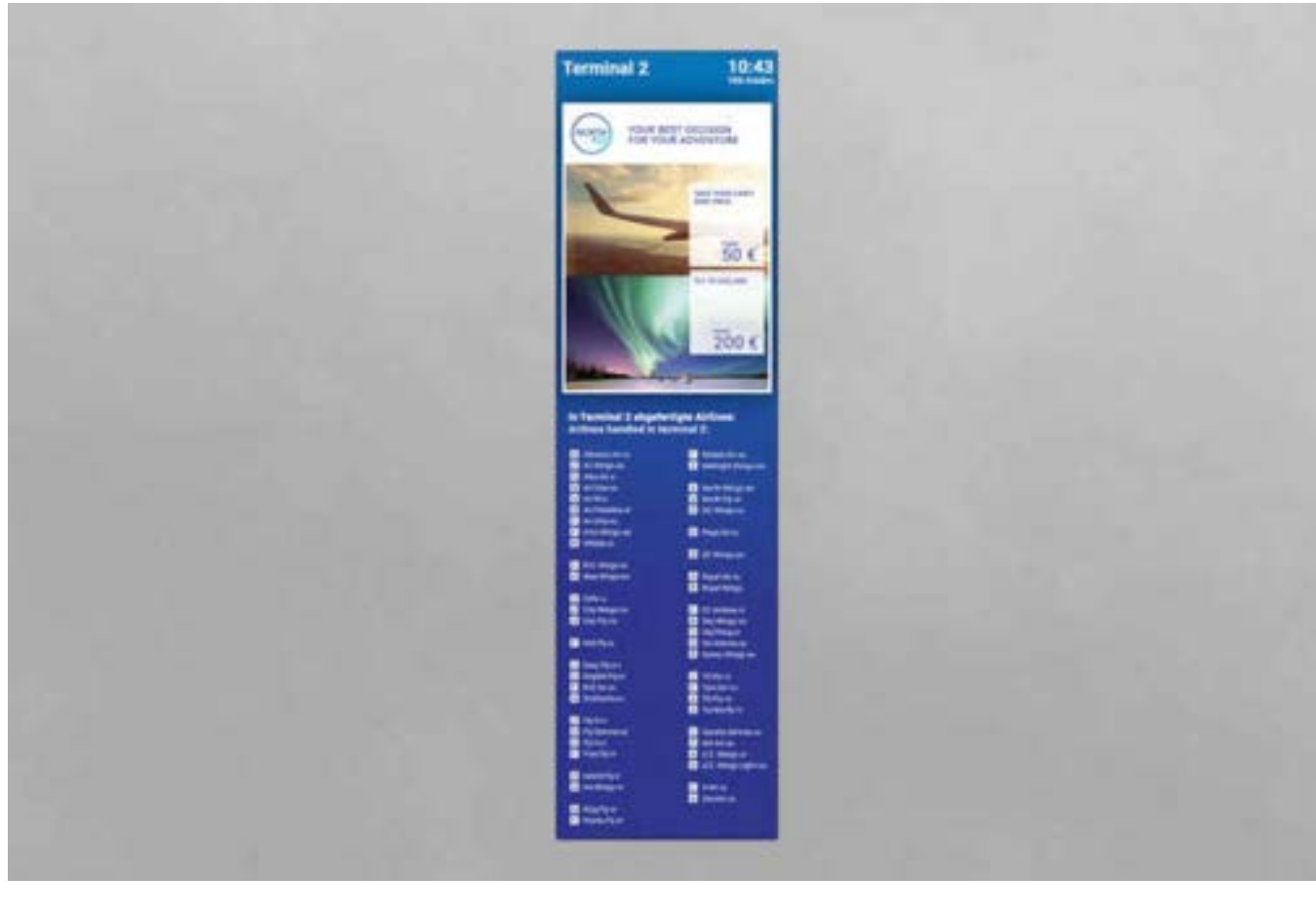
Displays for advertisement

For stand-alone digital signage, especially for the presentation of the advertisement, displays with an aspect ratio of 16:9 from a size of 15.6 inches (e.g. flexyPage LT-Line), which are installed horizontally, are recommended. This format is common as it complies with the specifications of the advertising media, which are usually designed in a 16:9 format.



Displays for elevators

For elevators, the multimedia displays in the Stretched format are recommended. Due to their special design, they can be ideally used as a floor display above or next to the elevator doors, and also in the cabin. Stretched displays with a diagonal screen measurement of 94 cm (38") provide ample space for displaying multimedia content, such as changing slideshows and building-related information, such as the list of various airlines with the respective gates, and destinations and departure times – also in combination with elevator information. In the elevator and above the elevator doors multimedia stretched displays are recommended as well. With a size of 94 cm and touch function, they can be used as a complete cabin panel. Thanks to the slim format, the stretched displays can be used for retrofitting in the slats of the elevator car.



Summary

Modern multimedia displays are more and more frequently used in the elevator industry due to digitization. They offer many advantages and application possibilities for airports. In addition to the traffic control of passengers, lift-relevant information and advertisement can be shown on the displays. The flexyPage displays are available in different sizes and designs to meet all requirements in modern buildings. The display configuration can be performed conveniently over the Internet with any current web browser such as Chrome or Firefox. A separate software is not necessary. The security of the Internet-based configuration is given by many aspects, such as a multi-level, role-based user management, a secure VPN connection, and strict password requirements, and is maintained continuously to ensure the highest level of security.

flexyPage displays were originally developed for elevators and therefore offer many exciting elevator-related features. In many industries, the displays are already in use, such as office buildings, clinics, department stores, museums, fairs or hotels. Due to the modular set up of the displays and the enormous range of functionality, flexyPage displays can individually be configured for every application.

You might also be interested in:

[flexyPage stretched displays](#)

[flexyPage LT-Line displays](#)

[Advertisement in elevators](#)

[Installation of elevator displays](#)

[The top 5 benefits of using flexyPage displays](#)

[5 ways to create customer experience for elevator users](#)

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Discontinuation notice for fel1A-XXX-YYYY and fel3B-XXX-YYYY products

SEP
10
2018

By Leon Dokkum



Dear customers,

to meet the ever-increasing demands of the market, our flexyPage products are constantly being further developed. In the course of this, we have developed a new display controller in recent months, which will replace the existing products in the coming weeks.

Our experience of the last four years has been integrated into the new display controller. It will offer some new advantages such as smaller installation dimensions, a faster boot time and a stronger amplifier. Furthermore, it will serve as the basis for future innovations on both, software and hardware side. The display controller will also available with WLAN or 4G in the medium term. Security updates will continue to be provided for the discontinued display controllers in the devices with article numbers fel1A-XXX-YYYY and fel3B-XXX-YYYY.

Switching to the new display controller will result in the following changes:

1) We will end the production of the display controllers with the article numbers fel1A-XXX-1i333, fel1A-XXX-1i555, fel1A-XXX-1e333, fel1A-XXX-1e555, and fel1A-XXX-1e12555 for our own displays. OEM customers who produce their own displays based on the display controller can continue to purchase the products in quantities > 100.

For the transition to the new display controllers, we will provide the datasheets and documentation of the new devices in the coming weeks.

2) Over the next few months, we will be upgrading our LT-Line and DM-Line series displays fel1A-XXX-YYYY and fel3B-XXX-YYYY to the new display controller. The article number of the new devices is fel4B-XXX-YYYY. We plan to complete the transition by Q4 / 2018.

Mechanically, the new displays of the LT-Line and DM-Line series are compatible with the discontinued models and can replace them as spare parts. The dimensions of the cutout for the displays and the positions of the mounting holes are retained.

3) The display controller for controlling external monitors and TVs 'Boxed CAN R3' (fjt2A-01A) will also be replaced by a new type 'Boxed CAN DVI' (fel4A-XXX). This transition will begin in Q4 / 2018 and will be completed by Q2 / 2019.

Orders for the old type 'Boxed CAN R3' (fjt2A-01A) will be accepted until Q1 / 2019.

We will continue to provide security updates for the 'Boxed CAN R3' display controllers (fjt2A-01A).

We thank you for your trust in our products and look forward to many common innovative future projects.

For questions and suggestions, we are at your disposal.

Best regards,
Your flexyPage team

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Happy New Year 2019

By Leon Dokkum

DEC
19
2018



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Basically, it's always the connections with people who give life its value.

Wilhelm von Humboldt

The year is drawing to a close. We would like to take this opportunity to thank you for the trust you have placed in us and the valuable cooperation. We wish you a merry Christmas holiday and a healthy and successful new year. Enjoy these days. We are looking forward to our "encounter" in 2019.



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Christmas Holidays

By Leon Dokkum

DEC
19
2018



Our company will be closed for Christmas holidays from 24th to 28th December 2018 and during the first week of the new year we are only partially available.

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flexyPage Multimedia Displays für Aufzüge in einem Bürogebäude

New flexyPage hardware platform V4

By Leon Dokkum

FEB
15
2019

0





In order to meet the ever-increasing demands of the market, our flexyPage products are continuously being developed further. In the course of this, we have developed a new display controller (version V4) in recent months, which completely replaces the previous products. This new hardware platform incorporates our experience of the past five years. The new display controllers V4 offer some advantages right from the start, such as a smaller installation dimensions, faster boot time and a more powerful audio amplifier. In the future, platform V4 will serve as the basis for all innovations, both software and hardware. In the medium term, the connection via WLAN or LTE will be available for all flexyPage displays. For the devices of the versions V1-V3 we will continue to provide firmware updates for necessary security updates in the coming years.

Some advantages of the new product generation in keywords:

- flatter design, thus lower installation depth
- about 70% faster boot time
- integrated 7W audio amplifier
- galvanically isolated inputs for discrete signals 24 VDC with common anode or cathode
- larger internal storage for media files
- options for WiFi and LTE onboard
- direct control of displays up to 65 "(via LVDS) and monitors up to 95" (via DVI)
- industrial hardware in metal housing (boxed version too)
- guaranteed long-term availability of electronic components
- hardware platform for future innovations

The article numbers of the new displays start with 'fel4'. They can be used as replacement devices for the previous displays with the article numbers 'fel1' - 'fel3'.

The product data sheets of the flexyPage Displays V4 can be found at:

- [LT-Line V4](#)
- [DM-Line V4](#)
- [Boxed V4](#)

Do you have any questions about our new displays? Please don't hesitate to contact our [sales team](#).

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Look back to 36th Heilbronner Aufzugstage

By Vanessa Schäfer

MAR
25
2019



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Also this year we presented our multimedia displays at Heilbronner Aufzugstage.

During this conference we've got many positive feedbacks and had very interesting conversations.

Our [Stretched DM-Line Display](#) was an extraordinary eye-catcher. Further more we could present our new controller of the next generation, our [Boxed V4](#).

This year we will be represented at the Schwelmer Symposium and at the [Interlift](#) . We are looking forward to meet you there!

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Many space for new possibilities

By Vanessa Schäfer

JUN
24
2019




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This blog entry we would like to present our flexyPage Boxed V4 Controller, which offers plenty of room for new possibilities. Here you can see our colleague Kai next to a POS-Line 65 (165 cm/65 inch) display, which is connected to one of our Boxed V4 controllers. This controller enables you to connect all industrial monitors and digital signage TVs with HDMI/DVI input to our flexyPage system. This means, you can maintain the content with our flexyPage software. As you already know, the possibilities with flexyPage are endless ;) Kai seems to be impressed! You too?

Do you want to learn more about flexyPage Boxed V4? [Click here](#).

For getting an overview of the easy flexyPage Editor configuration, have a look at our flexyPage Video, [click here](#).

Blog

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flexyPage goes to Interlift 2019

By Vanessa Schäfer

JUL
03
2019



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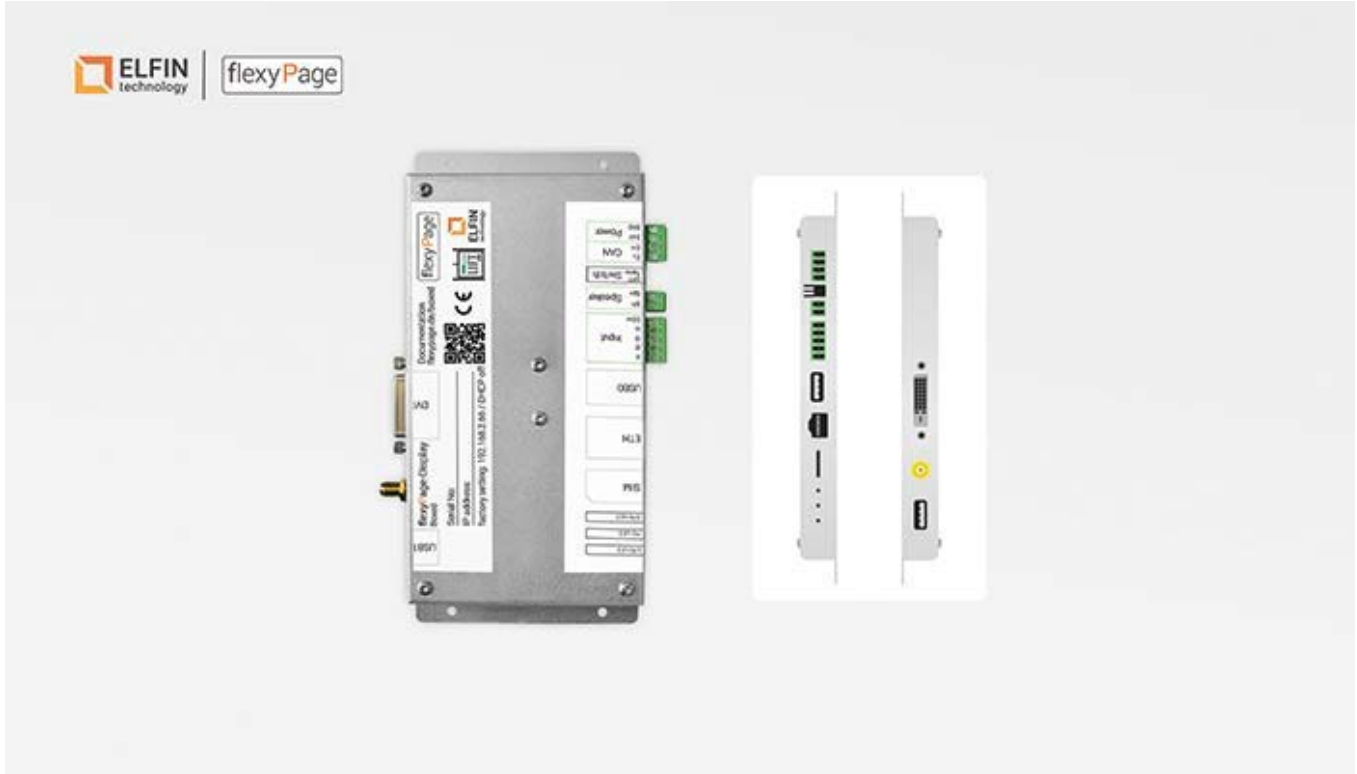


This year once more, ELFIN technology presents its own booth at the interlift. Beside our new display controller V4, we present our flexible display system and many flexyPage function possibilities and applications, as well as our cloud based software. Look forward to many brand new and innovative flexyPage products!



ELFIN technology - Who we are and what we do

ELFIN technology is part of the ELFIN GROUP and was founded to be one of the leading companies of the networking of elevators. We are specialized in web technology and CANopen based connection of controller, sensors and actors and in digital signage. Due to our flexyPage system ELFIN technology is one of the leading innovators in the industry.



flexyPage V4 - The new generation

In the past months we developed a new display controller called V4, which supersedes the previous products completely. Our experience gathered over the past 5 years built this new hardware platform. The V4 Controller offers many benefits, like lower installation dimensions, faster boot time, a stronger audio amplifier, integrated LTE capability and much more.



Advertisement in- and outside the elevator

Furthermore, our software has also been constantly developed. Hence, we can present our latest version of **flexyPage Campaign**. This intelligent software is a web based content management system for creating, planning, and publishing of advertisement campaigns. This campaigns can be shown on groups of displays in and outside of elevators and on digital signage applications. You are invited to visit our flexyPage booth for getting a live demonstration and learning more about flexyPage Campaign.

In addition to our products you will get the opportunity to meet the team of ELFIN technology and learn more about the possibilities of our multimedia screens in elevators.

We are looking forward to meeting you at our booth. You will find us in hall 3 at booth 3102.

Interlift 2019

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New Sales Manager at ELFIN technology

By Vanessa Schäfer

AUG
05
2019



We would like to introduce you our new sales manager Heiko Nagorski.

Heiko will be your direct contact for our elevator products, such as the flexyPage lift displays and digital signage solutions, for our lift monitoring and also for our development services. Because of his many years of experience in the elevator industry, he will be the perfect contact person for your project. Together you will find the perfect flexyPage products for your applications.

We are happy that Heiko supports our team now and we wish him a good start.
Welcome, Heiko!

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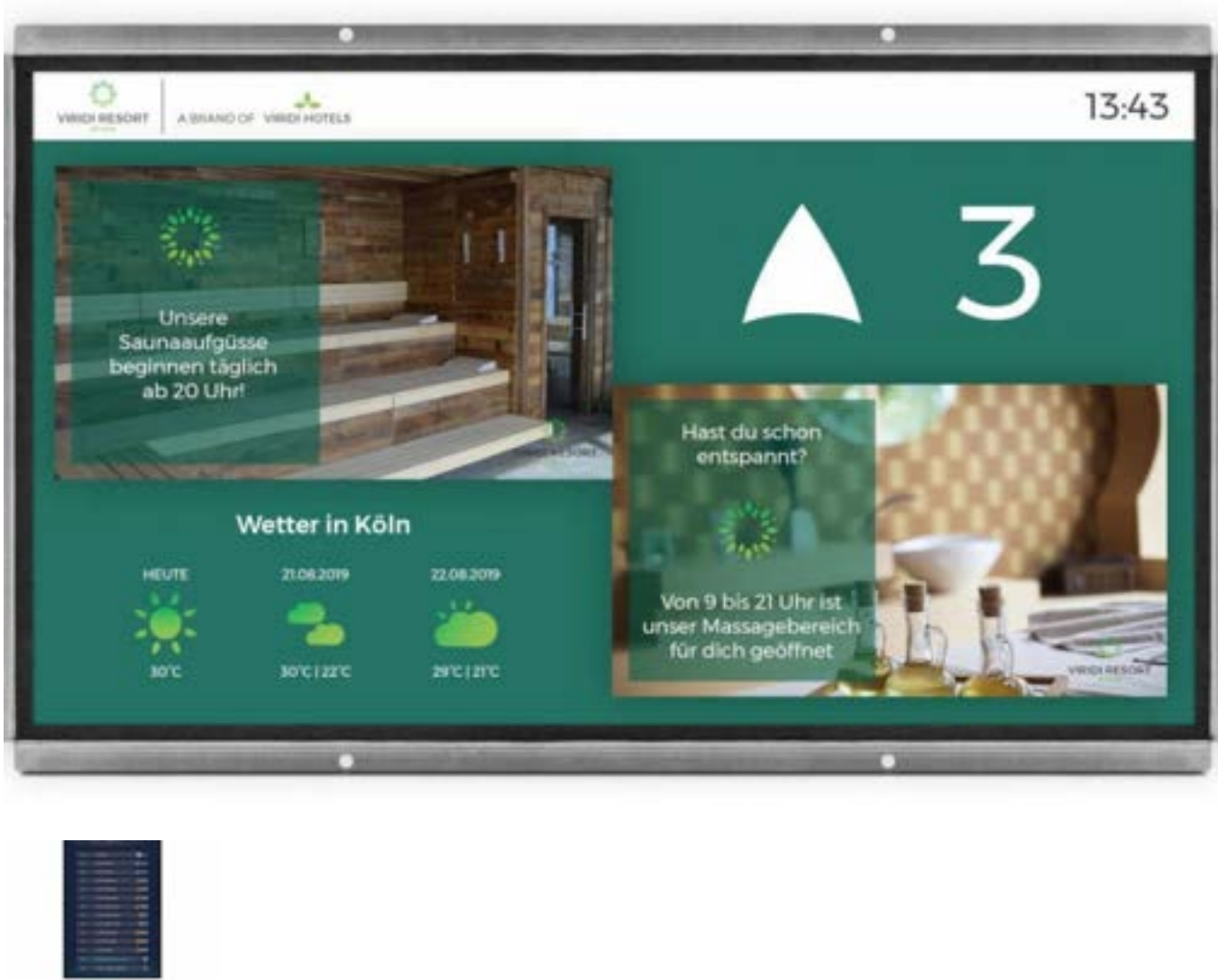
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New LT-Line 32 display

By Jörg Hellmich

SEP
02
2019



Due to the increasing demand for larger displays, we have extended the product range of [LT-line displays](#) with a new display with a screen size of 81 cm (32 "). Like all LT-Line displays, the open-frame display can be used in the elevator car and on the floors, during new construction and also during modernization. With its low installation depth of only 42 mm, it can be installed flush in the cabin wall. The [LT-Line 32 display](#) has a FullHD resolution, a very high viewing angle of 178 ° and a brightness of 500 cd / m2. As with all LT-Line displays, special anti-reflective acrylic glass and laminated safety glass panes as well as stainless steel covers are available. The display is ideal for displaying [tenant directories](#), [visitor guiding in buildings](#) and advertising with [flexyPage Campaign](#), e.g. in [hotels](#).

LT-Line

JÖRG HELLMICH'S BLOG

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A short interlift 2019 review

By Vanessa Schäfer

NOV
02
2019



November is here and most of the trade fair talks are completed. Now it is time for a quick review of the interlift 2019. We, the team of **ELFIN Technology** were present for the second time with our own booth at the leading trade fair for the elevator industry. Our booth was again in hall 3. There we were ready for four days to show visitors our intelligent flexyPage elevator displays, gateways and other **products** and **services** from ELFIN Technology.

Our booth's focus were our networked flexyPage displays for elevators in various sizes and designs, as well as our software for web-based configuration and management of these displays. On our **LT-Line displays** (7 to 46 inches) and our **DM-Line touch displays** (7 to 38 inches) we presented many different applications with different individual **screen designs** for use in the elevator car and on the floors. Besides these range of displays and the extraordinary screen designs, our visitors had the chance to discover our content management system **flexyPage Campaign**, our configuration software **flexyPage Editor** and our **flexyPage Manager** at our demonstration stations.



With special pride we have presented our new innovations this year. Among them are our **Mediaplayer Boxed V4**, the **Magic Mirror** and the prototypes of our new flexyPage V-Line Touch Displays (7 and 10.1 inch).

The **Mediaplayer Boxed V4** can easily be connected to every monitor you want. This gives you the opportunity to configure every display in every size you want. And every connected display/monitor can speak with the elevator controller.

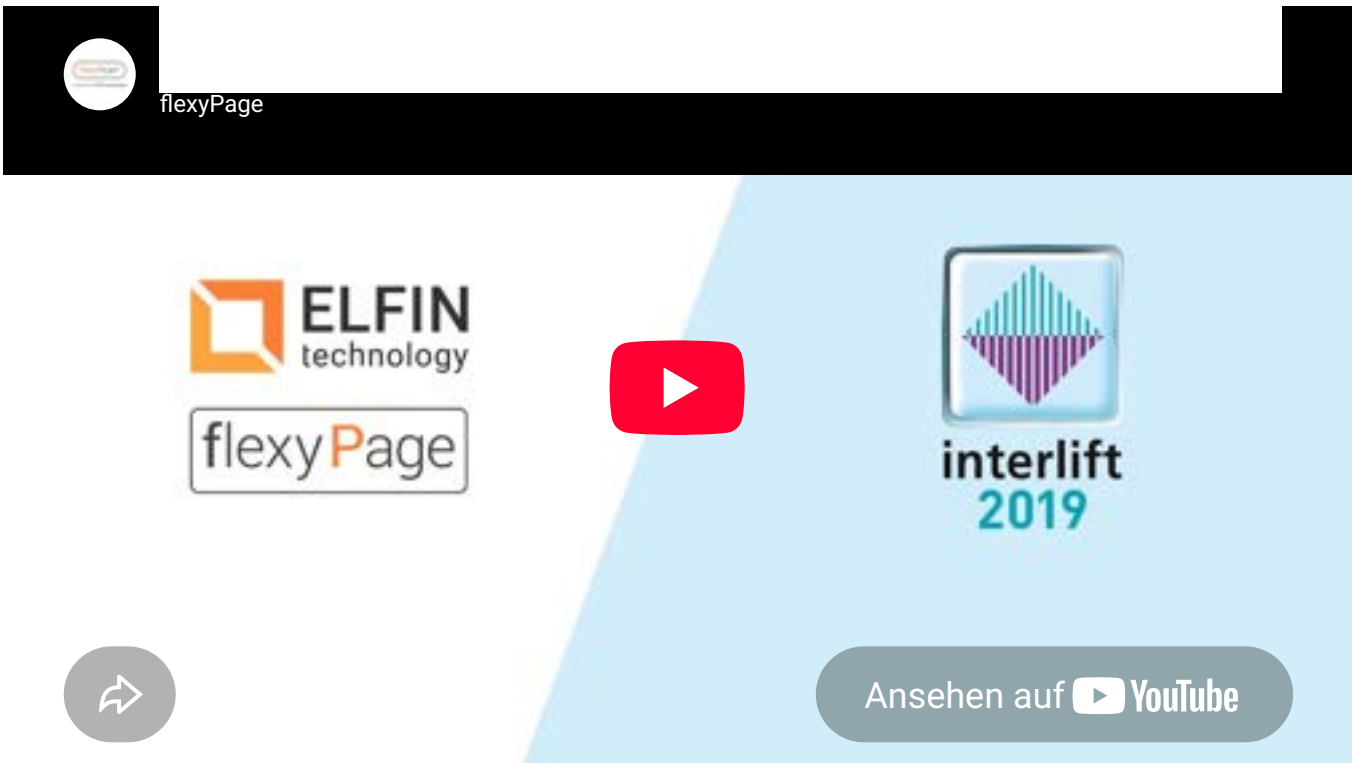
A special highlight at our booth was the **Mirror Display**, which makes your elevator car a real eye-catcher. Visit flexypage.de to get more information about Magic Mirrors and its applications.



The flexyPage V-Line Touch Displays appeal with their even smaller installation depth, their touch function and their low price. You want to get more informations about this new display line? **Feel free to contact our sales team!**



After four fascinating days with a lot of visitors, inspiring conversations and exciting impressions we are impatient to the next interlift in 2021. A big thanks to all visitors!



Unfortunately you were not able to visit us at the Interlift and would you like to know more about our flexyPage products? Feel free to contact our **sales team**. Or to stay up to date, feel free to follow us on **LinkedIn** and **Instagram**.

Interlift

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Review of the 37th Heilbronn Lift Days

By Vanessa Schäfer

MAR
06
2020



In March 2020 the 37th Heilbronn Lift Days took place in Heilbronn and ELFIN Technology was there with a new booth and our flexyPage multimedia displays.

During the two days of the conference we received a lot of positive feedback and could hold many interesting conversations. Especially our [DM-Line touch display](#) and our 32" [high bright display](#) with its extraordinary image quality received a lot of attention. We were also able to present the new [flexyPage V-Line](#) touch displays.

Many thanks to the organizers and also to all visitors for the great interest.

[Blog](#) [Heilbronn Lift Days](#)

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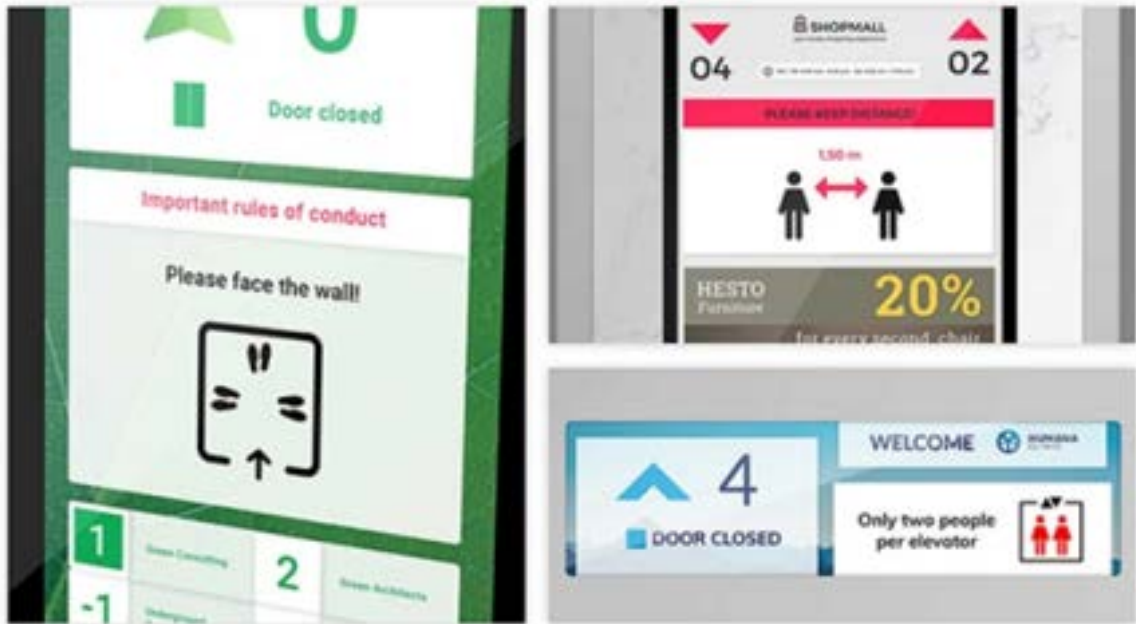
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Communication of the current rules of conduct because of Covid-19 in your elevator

By Vanessa Schäfer

APR
08
2020



The current rules of conduct must also be observed in elevators. Recent experience shows that these are quickly changed and adapted in response to current events. It is therefore important to ensure up-to-date and rapid action so that information can be passed on in real-time.

With our flexyPage system, you can easily exchange this information from your office room or home office without meeting people. Our displays can also be used as digital signage regardless of elevators.

Here are some examples of screen designs with information about the rules of conduct.

Would you like to display the current rules of conduct on your flexyPage display? Please feel free to contact our [flexyPage team](#) .

[VANESSA SCHÄFER'S BLOG](#)

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New LT-Line 46 display for elevator applications

By Jörg Hellmich

MAY
14
2020



LT-Line 46



The demand for ever larger displays in elevators continues. We have therefore extended our product range with a new display with a screen diagonal of 117 cm (46"). The Open-Frame Display LT-Line 46 can be used like all [LT-Line displays](#) in the elevator car and on the floors, in new buildings as well as in modernizations. With the low installation depth of only 50 mm it can be installed flush into the car wall. The [LT-Line 46 Display](#) has a FullHD resolution, a very high viewing angle of 178° and a brightness of 500 cd/m2. Matching laminated safety glass and stainless steel panels are available as accessories. In addition to elevator information, the display is also ideal for displaying [tenant directories](#), [guiding people in buildings](#) and for [advertising](#) with the [flexyPage Campaign](#) content management system, e.g. in [hotels](#) and [office buildings](#). The connection to the elevator can be made directly via the elevator's field bus using CANopen-Lift or via discrete signals. A LAN interface and an optional LTE card are available for optional connection to the Internet or local intranet.

Is this display suitable for a current project or do you have any questions about one of our products or integration into your special application? Then please do not hesitate to contact our [sales staff >>](#).

[LT-Line](#) [Blog](#)

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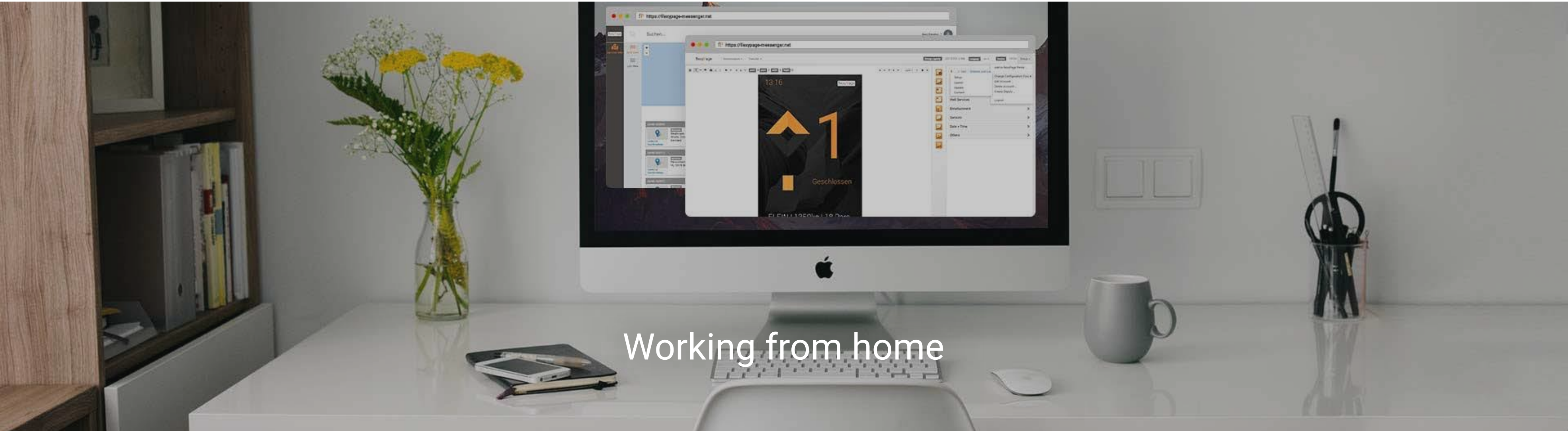
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Working from home

By Vanessa Schäfer

MAY
19
2020



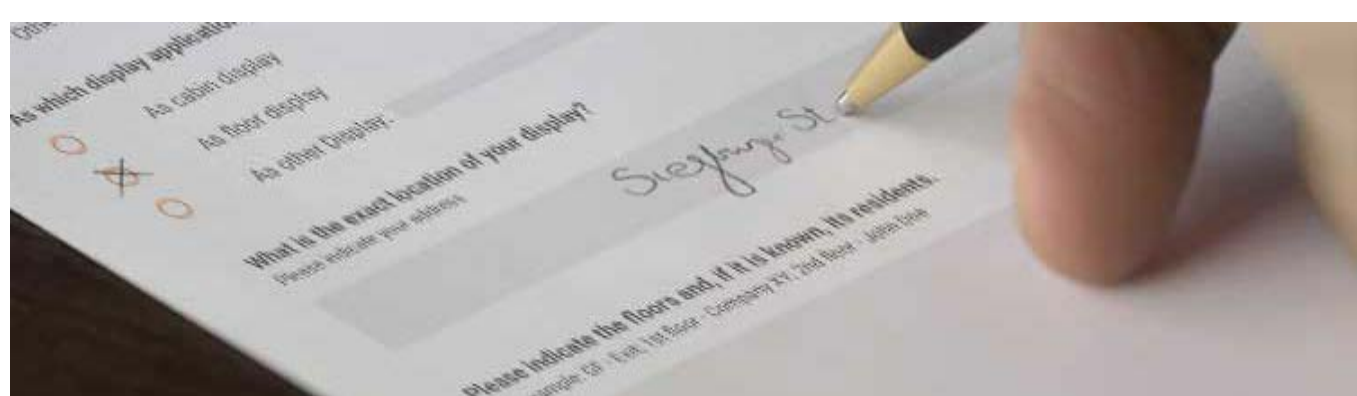
Tip: flexyPage screen design creation and configuration in the home office

Many companies have switched to a home office work environment and we understand that this step requires additional support. We want to work with you to help you and your teams in a variety of ways. Here are a number of solutions that can help you continue to work effectively with your teams.

The flexyPage displays have been consistently designed to allow complete remote configuration and creation. In corona times this feature is very helpful and even if the first loosening is decided now, keeping a distance remains a sensible measure until a vaccine is found.

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Recording the requirements of the customer

The flexyPage displays are often used in projects where many special functions or a customer specific screen design is required. The functions and design wishes must be discussed and recorded with the customer in advance. This work can be easily done from the home office.

We provide a form to record the customer's requirements.



Create your screen designs from home

Once the customer has entered the requirements with the form, the implementation of the customer-specific design can begin. Usually, a design draft is first created based on the form using one of the usual design tools (e.g. Photoshop) and sent to the customer for approval. This can be done from the home office.

For the creation of designs we provide you with ready-made screen designs which you can use as a basis for your projects.



Implementation of the screen design from home

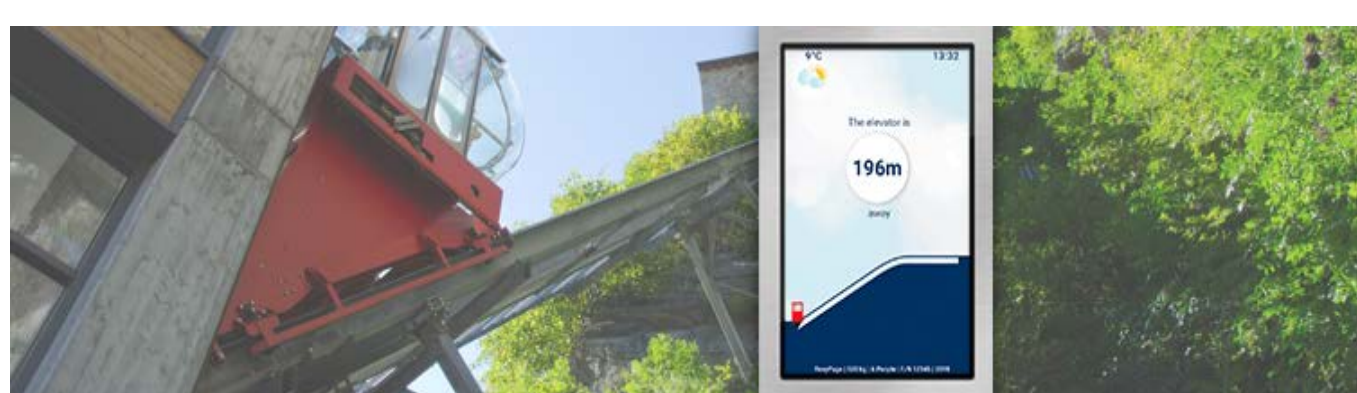
After the screen design has been approved by the customer, the design can be implemented on the display. The employee does not have to enter the company premises for this. If the display is online, the configuration of the display can be done from home.

For remote access to the display, we provide you with the flexyPage Manager, a portal that enables a secure VPN connection to your devices and remote configuration.



Installation in the panel or elevator

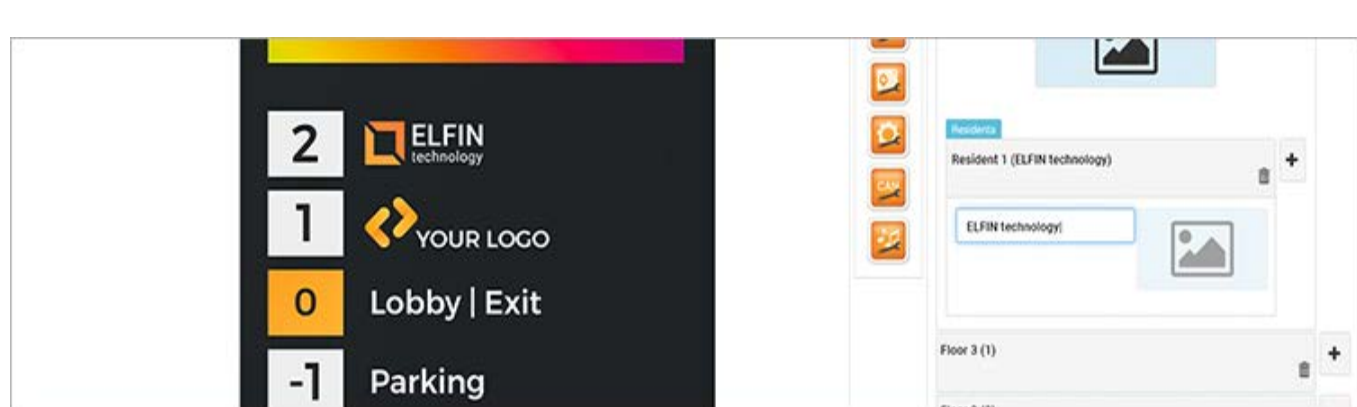
Unfortunately, we cannot yet carry out this work remotely. We would be happy to discuss with you what possible solutions could look like 🙄



Configuration of special sensors

If the displays are installed and electrically connected to the controller and the sensors, sometimes a learning drive or basic configuration with special sensors is required, e.g. to measure speed or to learn the floor levels. This is usually carried out on the system. However, if the display is connected to the Internet, a technician can also do this from home.

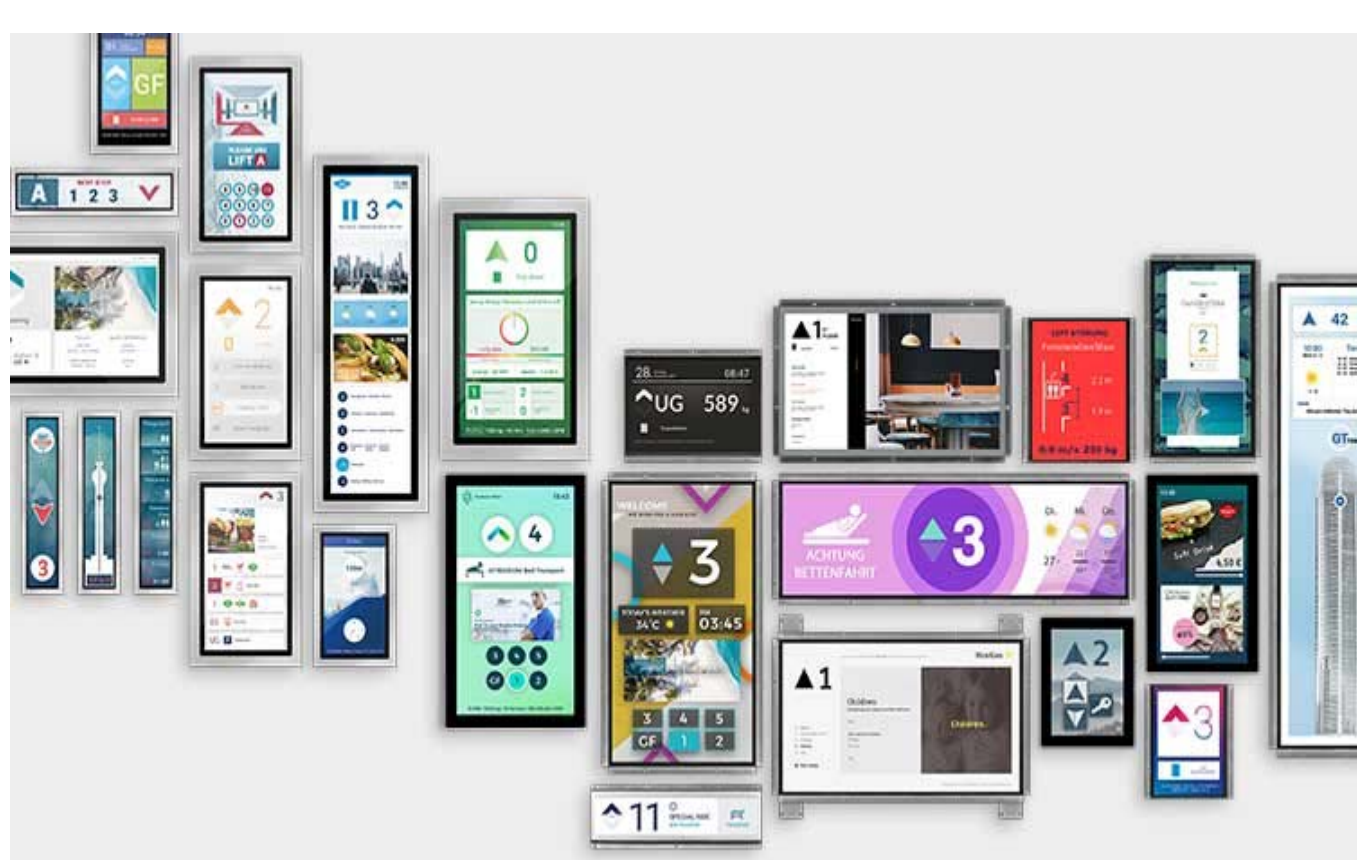
For remote access to the display, we provide you with the flexyPage Manager, a portal that technicians can also use for secure remote configuration.



Maintenance and support

The displays are maintenance-free in themselves, but users often want content to be adapted, for example when a new tenant has moved into the building. These adjustments via the Internet are standard features of all flexyPage displays.

For remote access to the displays, we provide you and your customers with the flexyPage Manager, a portal that enables the secure adaptation of design elements, texts and logos.



Screen design creation and configuration as a service

We are also happy to offer you the work described above, which can be carried out from home, as a service. Our designers have many years of experience through the implementation of many customer-specific projects.

We also offer design creation and programming in various stages as a service, from simple standard design to comprehensive screen design based on your individual CI.

Would you like to learn more about our flexyPage displays? Then please do not hesitate to call us (can be done from home). Our sales team is ready for you >>

- [Blog](#) [Newsletter](#) [Remote configuration](#) [Manager](#)

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New LT-Line 32 high bright display for elevator applications

By Jörg Hellmich

MAY
26
2020



The demand for high-bright displays is also increasing for displays in elevators. These are used, for example, in [mirror displays](#) behind a partially transparent mirror and in glass elevators that are exposed to direct sunlight. We have therefore extended our product range with a new high bright display with a screen diagonal of 81 cm (32").

The Open-Frame Display LT-Line 32 high bright can be used like all [LT-Line displays](#) in the elevator car and on the floors, in new buildings as well as in modernizations. With the low installation depth of only 35 mm it can be installed flush into the car wall. The [LT-Line 32 display](#) has a FullHD resolution, a very high viewing angle of 178° and a brightness of 1000 cd/m2. Matching laminated safety glass and stainless steel panels are available as accessories.

In addition to elevator information, the display is also ideal for displaying [tenant directories](#), [guiding people in buildings](#) and for [advertising](#) with the [flexyPage Campaign](#) content management system, e.g. in [hotels](#) and [office buildings](#). The connection to the elevator can be made directly via the elevator's field bus using CANopen-Lift or via discrete signals. A LAN interface and an optional LTE card are available for optional connection to the Internet or local intranet.

Is this display suitable for a current project or do you have any questions about one of our products or integration into your special application? Then please do not hesitate to contact our [sales staff >>](#).

[LT-Line](#) [Blog](#) [High Bright](#)

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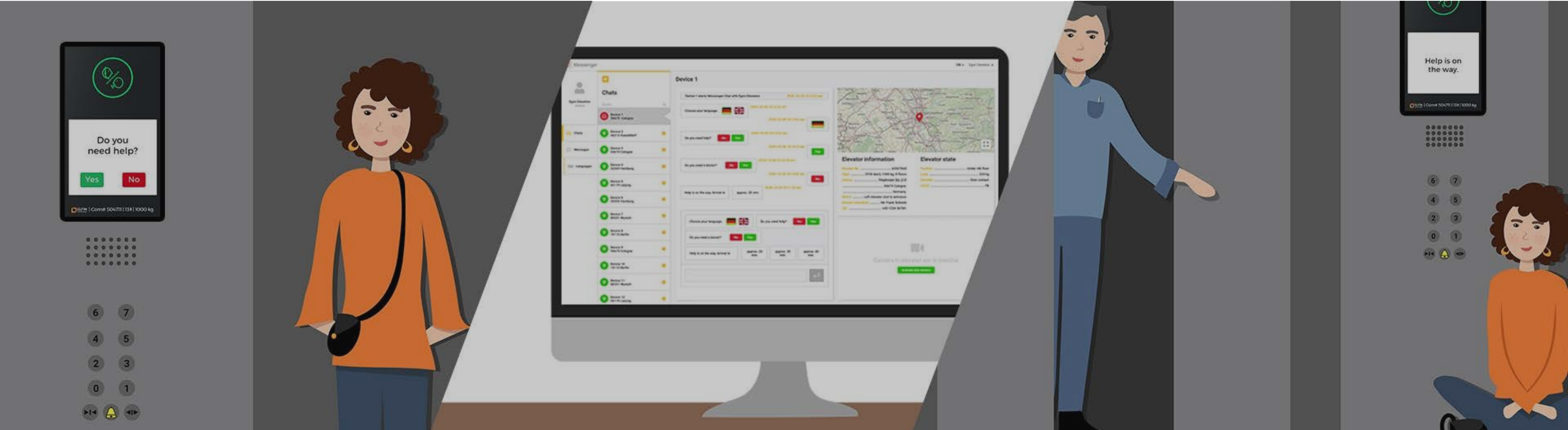
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New: flexyPage Messenger for hearing impaired emergency calls

By Vanessa Schäfer

JUN
30
2020



We proudly present by this blog entry our new [flexyPage software](#), the [flexyPage Messenger](#).



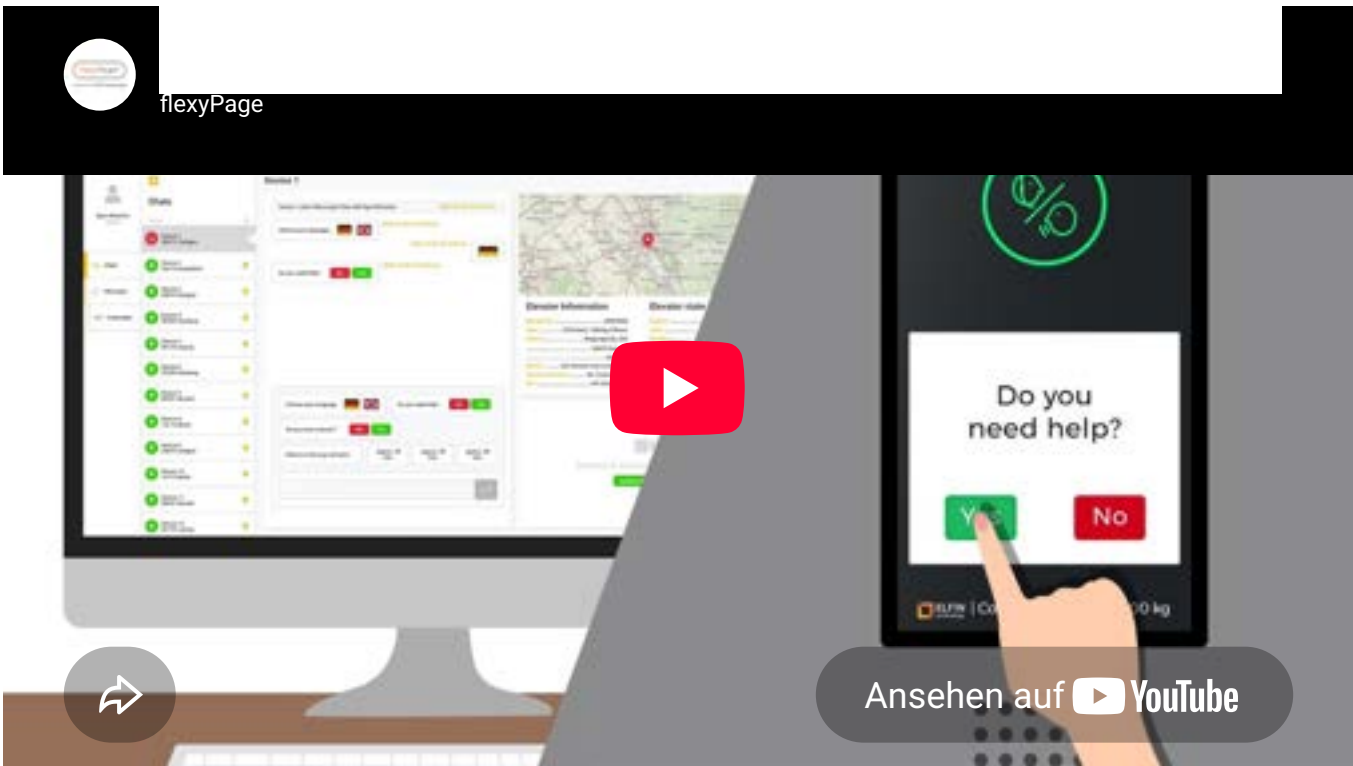
What does the flexyPage Messenger do?

In the event of a malfunction with people trapped, elevators are equipped with an emergency call device to a permanently manned location. However, if the trapped persons are hearing impaired or foreign speakers, they cannot communicate properly with the control center via acoustic emergency call devices. With our [flexyPage Messenger](#), we offer a solution to provide elevators with a visual second communication channel for trapped persons with a hearing impairment. This function is supported by all [flexyPage displays](#), from 18 cm (7") to 190 cm (75"). It can be operated via [touch-screen](#) or via external buttons. With our [flexyPage displays](#), you can easily [retrofit](#) two-way communication for people with hearing impairment into existing lifts.

[Learn more](#)

Shortly explain

This video will explain shortly the procedure of an emergency call with the flexyPage Messenger.



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The new V-Line: High-class technology in a small display

By Vanessa Schäfer

JUL
28
2020



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In this blog we present our new touch displays of the **V-Line**! Our new **V-Line displays** stand out with its price-performance ratio. High-class technology compressed in a small display for a lower price. The displays are available in 7 inches and 10.1 inches with touch function.

Get to know more V-Line applications



No key switch, 10-position keyboard or card reader

With our **V-Line** and its **PIN Pad function**, you can do it without a key switch, 10-position keyboard or card reader.



In use for the hearing impaired emergency call

The **V-Line** can display the contents of the connection status and the visual 2-sense communication for elevator users with a hearing impairment through corresponding inputs and thus act as a hearing impairment emergency call.

Visit out flexyPage Website to learn more about V-Line applications.

[Learn more >>](#)



Feel free to get in contact with our **sales team**! We are also happy to visit you for a product presentation.

sales@flexypage.de

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[touch displays](#) [2SC](#)

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Our sales team has grown

By Vanessa Schäfer

SEP
17
2020



We would like to introduce to you our new colleague Nina.

Nina completed her apprenticeship as an industrial clerk in Oberhausen this year and is a Cologne newcomer. She has been part of our sales team since August and is responsible for our elevator products, flexyPage displays, and digital signage solutions.

We are happy that Nina became a part of ELFIN technology and that she will support our sales team.

Welcome, Nina!
Or as Cologne people would say "Willkumme, Nina"!

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Guidance of people through an office building

OCT
01
2020

By Vanessa Schäfer





Our flexyPage displays are not only used in elevators, but also more and more often for welcoming at reception, for displaying room occupancy or as digital pin boards on the floors. The [flexyPage Campaign](#) content management system enables centralized management of content for all screens.

In the past few weeks, our system has now been supplemented for the first time by a video wall (8 monitors 55") in the reception area of an office building.

At the end of September, the installation of the entire system was completed and handed over to the customer. The system consists of the video wall in the reception area, our [flexyPage LT-Line 32](#) displays in the elevators and various digital whiteboards on the floors. For the whiteboards, special [fire load optimized monitors](#) (65") are used to display digital signposts, pin boards and news. In the elevators, the occupancy of the departments on the individual floors and news are displayed, and the video wall in the reception area serves as an ideal marketing instrument to communicate the company's advertising messages to visitors, thus conveying a modern image.

The content on all displays can be maintained by the customer himself, both locally in his own network and remotely by external service providers. The integrated [flexyPage software](#) is used in the elevators and the digital whiteboards.

In the reception area, the wall panelling around the monitors of the video wall is currently being installed. The customer's marketing department is currently creating the content for the video wall and the digital whiteboards on the floors with support from our [designers](#) and external service providers.

We are happy that we were able to realize this project together with our partners.

VideowallWhiteboardPinn wallReferencesBlog

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Happy Halloween screen design

By Vanessa Schäfer

OCT
26
2020



There are a flexyPage display for every **occasion** - also for Halloween!

Did you know that **individual screen designs** are part of our services? We can develop the right **screen design** for your **building** based on your corporate design guide or room color concept. There are no limits to the design options.

[Find out more about our design packages](#) or [contact our sales team for more information](#) 



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Digital building directories and digital signage for your building

By Vanessa Schäfer

NOV 04 2020



The use of TFT displays in buildings becomes more popular. The high flexibility of the flexyPage system fits many **digital signage** applications. For example, it can be used perfectly for displaying **tenant/resident information**, room occupation, welcoming guests, important meetings, or **advertisement**.

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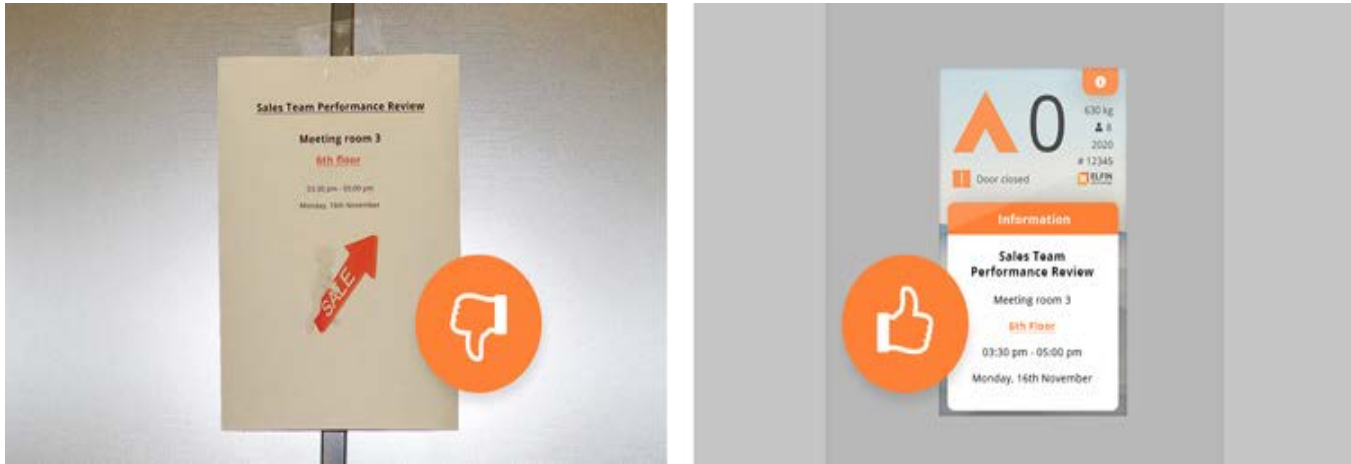
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flexyPage makes it smarter and easier



Our flexyPage elevator displays transform your elevator into an eyecatcher and upgrade it with its modern look and its flexible **design possibilities**. For example, with its **web configuration**, you can update a resident directory from your desk quickly and easily. Bye-bye papers in elevators!

Endless design possibilities

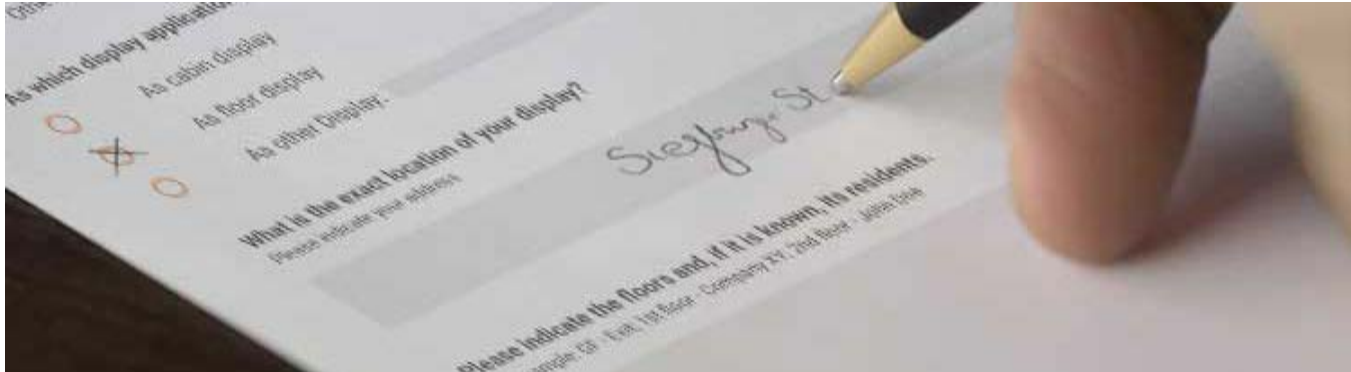


Regardless of the **industry**, **application**, situation, or building - an **individual screen design** can be created for every occasion, which is perfectly matched to the style of the building or to your corporate design guide. There are no limits to the design possibilities.

How emerges your individual screen design?

Super easy! With our digital questionnaire *customer needs request for individual screen designs* we can develop a design, which is fitted to your wishes, requirements, and ideas.

And it works like this:



After your order, a flexyPage designer contacts you and sends you *the customer needs request for individual screen designs*, the digital questionnaire for defining your requirements. With the collected information from these questionnaires and your content (like images, logo files, corporate design guides, etc.) our design team developed the first design draft. After your feedback, the final design will be built in the **flexyPage Editor** and will be installed on your display. Future change requests can be executed easily and quickly by the flexyPage team or by yourself.

This could be interesting for you



flexyPage Applications

Learn more about flexyPage's applications and special cases. From the visualization of an inclined elevator to the exact position information - everything is possible and can be shown on our displays

[Learn more about](#)



flexyPage for Different Industries

Get to know the different industries, where flexyPage displays come into use.

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flexyPage at Instagram

[Visit the flexyPage Instagram account](#)

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Customize flexyPage displays with your own plugins

By Vanessa Schäfer

MAY
19
2021



In increasingly smart buildings, the displays have to communicate with many different disciplines. Since many interfaces are not yet standardized, the protocols between the systems always have to be converted.

The flexyPage displays offer the opportunity to develop plugins that make it easy to adapt to different systems. The displays offer interfaces for managing the devices, sending signals to bus systems with proprietary protocols, providing multimedia content and tenant directories, connecting to access control systems, monitoring systems from operators or maintenance companies and much more.

Read more about the expansion options with your own software, the development tools and ensuring cybersecurity in the components.

[read more >>](#)

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May we introduce you to our new flexyPage features?

MAY
31
2021

By Anonymous (not verified)

Our flexyPage team has worked hard and has implemented some new features that we would like to present.

The configuration software [flexyPage Editor](#), the content management system [flexyPage Campaign](#), and the firmware of the [flexyPage displays](#) have been improved, so that the user can design and set up the multimedia display even more easily.



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flexyPage Tenants - central management for tenant directories

Let's start with the new feature flexyPage Tenants, an extension of our [flexyPage Campaign](#) software. This feature makes it possible to manage tenant directories centrally. A classic application example for this central administration is the use of several displays as floors and car displays for a group of elevators. Here, over 10 displays can be installed, which should show the same content. If a resident changes, this should be adapted quickly and centrally without having to log in to each individual display. And this is exactly what flexyPage Tenants provides! Set up your tenant directory or adapt it and assign it to several displays/display groups.

[Learn more](#)



Fonts with pixel accuracy

A new feature of the [flexyPage Editor](#) is the pixel-perfect setting of the font sizes. It is possible to configure the font size of the individual text widgets with pixel accuracy. This is particularly useful for static texts whose lengths does not change and where a specific text size is required due to a design or a normative specification.



Elevator calls as a keyboard

Another new feature of the [flexyPage Editor](#) is the keypad. It enables the recording of the personal target floor. There are four widgets for the keypad ([KeyPadEnterButton](#), [KeyPadClearButton](#), [KeyPadDisplay](#), [KeyPadCharacterButton](#)).



More Updates

The new software update (name) also contains the time-controlled energy-saving mode and the option to display the floor level scrolling. Look forward to further flexyPage innovations and until then ...



... take a look at our [tutorials](#). Or take a look at our [new catalog](#).

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A flexyPage display for every application

AUG
20
2021

By Anonymous (not verified)

Our flexyPage displays not only serve as a classic elevator display. Thanks to their many functions/widgets, you can also display **buttons**, **advertisements** (e.g. video), weather, animations, sensor data, **tenant directories**, and much more. This endless functionality offers a wide range of **applications**!



Today we would like to introduce you to three of these applications:



Digital windows

Today digital windows are becoming increasingly popular. With our flexyPage video controller, this eye-catching feature for elevators is possible! Our video controller can show video frames depending on the position and the speed of the elevator car, which creates a window-like experience.

[Learn more](#)



Use flexyPage displays as an advertising medium

Because of the wide range of multimedia widgets, flexyPage displays can play advertisements, whether as a slideshow, text or video. These advertising campaigns can be planned and rolled out by our intelligent software flexyPage **flexyPage Campaign**.

[Learn more](#)



Use as a flexibly configurable elevator panel

With its unique formats and the touch function, you can use the **DM-Line Stretched** ideally as a digital touch panel. The slim design of the multimedia display uses the space between the slats of the elevator car perfectly and complies with DIN EN 81-20 / 50.

[Learn more](#)



New flexyPage Tenants Tutorials

Visit our flexyPage website and learn more about our new tenants management flexyPage tenants and its simple handling.

[Learn more](#)



Social Media

Follow us on LinkedIn or Instagram and get inspired!

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Happy Halloween

By Anonymous (not verified)

Just in time for Halloween we would like to present you this scary elevator display for a vampire [shopping mall](#).

The [DM-Line](#) display with touch functionality replaces a conventional COP completely. Our displays fit in every elevator car, independent of manufacture or species. The design possibilities are endless.

Even more reasons to decide for flexyPage displays you will find on this website!

- Click [here](#) for more information about [flexyPage DM-Line](#).
- Click [here](#) and get to know further [flexyPage applications](#).

We wish you a happy Halloween with many tricks and treats!



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Safety first!

MAY
20
2022

By Anonymous (not verified)

We, the flexyPage Team, fully agree. Also, that's the reason for the safety applications of flexyPage. Our many flexyPage features make a wide range of applications possible. This includes applications, which make an elevator ride safer!

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Case of Fire and interference with locked persons

You can use our flexyPage display for showing the exact position of the elevator car and the number of locked people during a case of fire or a disruption of the elevator. This is a big support for the fire department or the responsible service personnel. The data comes from the elevator's position and load sensor.

[Learn more about this application](#)



Firefighter elevators

A flexyPage display can display the situation in or outside the elevator if it is connected to a network camera. A combined display on the main floor makes a look in the driving elevator car possible for the firefighters. Furthermore, this display can show the situations in the anterooms of the several floors during the ride. By this, the firefighters get an overview of the current situation.

[Learn more about this application](#)



Two-sense communication during an emergency call

With our flexyPage Messenger, we offer a solution to equip elevators with a visual second communication channel for people with hearing impairments who are trapped in the elevator car. The feature is supported by all flexyPage displays, from 18 cm (7") to 14.96 cm (38"). It can be operated via a touch screen or external buttons.

[Learn more about this application](#)



Evacuation and rescue plans

As you already know, our flexyPage displays can display any information, like images, texts, and videos during specific elevator events. In this way, they can also display evacuation and rescue plans. For example, it can be shown when the elevator sends the signal "Case of Fire". Learn more about this application



New flexyPage Tenants Tutorials

Visit our flexyPage website and learn more about our new tenants management flexyPage tenants and its simple handling.

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Social Media

Follow us on LinkedIn or Instagram and get inspired!

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Do you want to learn more about our flexyPage products and their applications? Don't hesitate to contact us!

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Visit us!

By Anonymous (not verified)

MAR
20
2023

Did you know? We are not about words, we are about proving what we promise.

That's why we've set up an extensive demo wall featuring flexyPage displays in a variety of sizes (from 7 to 46 inches), with and without touch capabilities, and even in our unique stretched format. Come check out our 2-sense emergency communication in action, see how our systems detect passengers and objects, and learn how to personalize your own flexyPage design and content.

If you're interested, feel free to schedule a visit at our headquarters in Cologne and see our innovative display solutions for yourself! Just drop us a line at service@elfin.de  or give us a call at **+49 221 6778932-0** to schedule a visit.

#innovatingelevators #madeingermany #elevators #digitalsignage



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Script is online!

By Vanessa Schäfer

MAR
27
2023



The script from last week's talk on 2-sense emergency communication technology at Bosch Service Solutions' & Safeline Group's Branchenevent in the run-up to Heilbronner Aufzugstage is online!

Link to script: <https://elfin.de/en/hat-2023/> 

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flexyPage: Applications beyond elevators

By Vanessa Schäfer

MAR
27
2023



While elevators remain the core of our business, our flexyPage displays are highly versatile and can serve multiple purposes beyond elevator operations. One example is their use in government buildings to demonstrate device functionality and provide visitor guidance.

To discover more ideas on how flexyPage displays can be used, please visit:

<https://flexypage.de/en/applications>

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Why two-sense elevator emergency communication is becoming the (worldwide) standard

MAR 27 2023



By Vanessa Schäfer

ASME A17.1-2019 posed challenging requirements for the E&E industry in North America – and they are already on the way to becoming global.

What is two-sense emergency communication?

ASME A17.1-2019 defines a new standard for emergency communication that considers the needs of hearing- and speech-impaired passengers. Two-sense emergency communication means that a person trapped in an elevator can communicate with the emergency call center not only through a voice connection (i.e. using hearing) but can also make an emergency call using another sense (visual perception). For this, the emergency communication must be additionally equipped with a system that allows for a text-based chat function between the trapped passenger and authorized personnel in the emergency call center. In addition, cameras are required that allow authorized personnel to have a look inside the cabin in case of an emergency.

Will these new requirements affect other countries?

The current European norms do not consider people who are hearing-impaired, cannot speak, or who do not understand the language used in the signage or emergency call center. They are therefore not in line with the ongoing efforts to make elevators increasingly barrier-free. Thus, requirements of a two-sense emergency call as defined by ASME A17.1-2019 have already been included in some tenders for European construction projects. Also, in some standardization committees, the implementation of the two-sense emergency call in national regulations is already being discussed. So, the answer is yes, it is very likely that elevator companies will face these requirements worldwide in the future.

Read more about this topic and how the E&E industry can respond to the challenges here: <https://elfin.de/en/two-sense-communication/>



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flexyPage goes Paris-Orly

By Vanessa Schäfer

MAR
27
2023



Our flexyPage displays have been installed at Paris-Orly airport thanks to our trusted French sales partner, Sprinte.

The displays provide elevator signals, including floor position, arrows, and manufacturer information, as well as useful advertisements and floor details. This ensures that passengers have all the necessary information to navigate the airport with ease and catch their flights on time.

Merci Sprinte, for your trust in our products!

We look forward to bringing our cutting-edge technology to more airports and public spaces across the globe.

#innovatingelevators #madeingermany #elevators #digitalsignage #paris



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10 year anniversary, or a decade of flexyPage

By Vanessa Schäfer

MAY
04
2023



10 year anniversary, or a decade of flexyPage, if you will! We are celebrating our journey through countless ideas, brainstorming sessions, night shifts, trials and errors, and, not the least, the evolution and development of amazing product features. These first 10 years have made us proud technology leaders in the E&E industry. A journey that would not have been possible without Rene Specht and Michael Braun and our great way of collaborating, through thick and thin. Thank you Leon Dokkum for your amazing work during the whole 10 years! A special thanks also to our fantastic customers, partners, and other team members. Without you we would also not have made it to where we are today. We're excited to continue developing innovative solutions for our current and new customers for decades to come!

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Automated testing of your own flexyPage plugins

By Vanessa Schäfer

JAN
19
2024



In increasingly smart buildings, the displays have to communicate with many different disciplines. Since many interfaces are not yet standardized, the protocols between the systems always have to be converted.

The flexyPage displays offer the opportunity to develop plugins that make it easy to adapt to different systems. The displays offer interfaces for managing the devices, sending signals to bus systems with proprietary protocols, providing multimedia content and tenant directories, connecting to access control systems, monitoring systems from operators or maintenance companies and much more.

The flexyPage Display API provides developers with an interface that can be used to automate testing of self-developed plugins.

Read more about the expansion options with your own software, the development tools and ensuring cybersecurity in the components.

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flexyPage backend upgrade coming soon

By Vanessa Schäfer

APR
29
2024



Due to new requirements and many customer requests, our products are subject to constant further development. Over the past few months, we have invested a lot in the further development of the web services for the smart flexyPage displays and we will start rolling out the new versions in the coming days.

Initially, our customers will not notice any major changes. The biggest changes will take place in the backend of the flexyPage Manager, Messenger and Campaign web services. This also includes a centralization of the user and device databases for our SaaS services, which will form the basis for many new functions in the future.

We have tested the migration to the new versions intensively and hope that the upgrade of the services will go so smoothly that our customers will not notice it. Otherwise, our support team is ready to help you competently.

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