



SZENT-GYÖRGYI
ALBERT
AGORA
INFORMATORIUM



DEAK

DEAK COOPERATION RESEARCH PLC.

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By the end of 2012 the University of Szeged, the city of Szeged, the Biological Research Center in Szeged and the John von Neumann Computer Society will complete the establishing of a prestigious public institution called Szent-Györgyi Albert Agora, which will create a unique opportunity on a national level for presenting scientific achievements, innovation results and their industrial utilisation.

THE CULTURAL COMPLEX WILL BE THE HOME OF THE FOLLOWING FOUR INSTITUTIONS:

- the world famous Szeged Museum of Informatics History
- two exhibition laboratories of the Biological Research Center in Szeged
- the Informatorium of the University of Szeged
- Százszorszép Children's House

**INFORMATORIUM
CONNECTS AND ENRICHES**

The University of Szeged establishes the Informatorium to create a place for presenting its scientific activities. It is a two-storey, 400 square-metre super-integrated physical space where displaying and processing devices, background systems and databases are all accessible, together with the related information services and the assistance needed to use them, and a visualisation capacity. Being an integrated institution, teachers, students, researchers from other faculties of the

■ EXCLUSIVE EXHIBITION AND EVENT VENUE

Press conferences, professional events, shooting film footages.

■ RESEARCH CENTRE

Where major collaborative scientific work can be carried out and also followed by the interested public, where by using special high-tech devices the representatives of different disciplines can conduct experiments.

■ EDUCATIONAL FACILITY

The place where university courses, trainings and other courses are held, profiting from the opportunity of using special tools and capacities.

■ DISSEMINATION PLACE

Introducing the research results and innovations of the university, utilising the extraordinary displaying capacities.

■ EXPERIMENTAL AND DEVELOPMENT SPACE

For developing special applications by using own resources, for testing tasks, for the pilot launch of infrastructural elements that might be used generally on faculty or university level in the next stage.

■ SERVICE PROVIDING POINT

Providing business information services, content development and hosting, digitalisation, connecting to the digital cultural heritage projects.

■ INCUBATOR HOUSE

By offering special services, it helps information technology start-ups and small enterprises, which are managing the market entry of the results achieved by university research-development projects (spin-offs), to take their first steps in the direction of future expansion.

■ COMMUNITY SPACE

The Informatorium is a space where students, professors, researchers and internal and external experts, who are engaged in the activities that take place here, can meet and interact. The Informatorium offers an opportunity, a place and capacity to every firm and institution with a profile and activity that is in line with its own.

The Informatorium can be considered an exclusive exhibition space where the latest and most exciting information technology devices are presented to professional and business partners, university people and visitors. Informatorium dwellers use their devices knowing that visitors may be watching whatever they are doing.

UTILISE THE CYBERNETIC SPACE OF THE INFORMATORIUM TO EXPAND YOUR OWN BUSINESS COMMUNICATION. PRESENT YOUR PRODUCTS AND SERVICES IN THE INSPIRING SPACE OF THE INFORMATORIUM!

university, primary school pupils and secondary school students, the citizens of Szeged and other towns and villages will have the chance to meet in a single, state-of-the-art, multifunctional space.

SZENT-GYÖRGYI ALBERT AGORA - AS SOME KIND OF 'HOUSE OF THE FUTURE' - EXPECTS AN ANNUAL VISITOR TURNOVER OF 300,000!

CHARACTER-DEFINING PLACES IN THE INFORMATORIUM:

- Main Laboratory (the space where the workstations are located)
- Screen Wall
- Gadget Farm
- Service Platform
- Smart Room
- Intelligent Home

THE INFORMATORIUM IS AN OPEN AND CONSTANTLY CHANGING SPACE, WHICH SERVES AS A BASE FOR PROFESSIONAL AND INTELLECTUAL COMMUNITIES AND BUSINESS PARTNERS.

AT THE SAME TIME THE INFORMATORIUM IS ALSO A

■ DEMONSTRATION SPACE

New and modern devices, solutions and services are presented here, making this space the university 'radiation point' of the innovations built around these novelties.



OUR SERVICES

■ OFFICE RENTAL

Those who rent an office are present in the Main Laboratory with workstations, therefore they have to agree that visitors are allowed to get an insight into the activities that take place there. These bases also serve as points of sale, which means that customers may be coming and going. From the different Informatorium services they can also use screening and the meeting rooms.

■ MEETING ROOM RENTAL

The Smart Room and the living room of the intelligent home can be used for organising business negotiations or representative meetings. (Related services: slide-ware, designing and preparing presentation material, coaching, etc.). The Smart Room is also perfect for holding video conferences, optionally adding the screen wall capacity of the main hall.

■ VIRTUAL REPRESENTATION

The Service Platform is a representational and sales space where those firms can find their place that do not rent an office but intend to be present with their products, services and devices. It is these companies who 'pay' the 2-3 people working at the Service Platform. Besides providing information personally, dissemination materials and screening capacity are available too, what is more, remote connection and remote consultation are also offered if possible. The Service Platform acts as some kind of clearing house: information from the supply side keeps coming in - be it digital/multimedia content or traditional brochures - and if there is demand for these, they can be presented to the visitor side.



USING THE DIFFERENT ADVERTISING PLATFORMS

Static:

- flyers, leaflets and brochures at the Services Platform
- posters and roll-ups displayed

Electronic:

- video spots and demo film footages projected on designated parts of the screen wall
- banner advertisements and advertisement spots on the Informatorium website
- advertising surfaces in the Informatorium application (smartphone application)

TRADE SHOW, PARTNERS MEETING

Utilising the spaces and audiovisual devices of the Informatorium.

HOW CAN YOUR COMPANY PROFIT FROM BEING PRESENT IN THE INFORMATORIUM?

- Thanks to the professional background of the University of Szeged, you can improve your company's products, services and innovation concepts with the involvement of scientific workshops.
- 30,000 students and volunteers of the university can be well-trained subjects in testing the results of your research projects.
- You can add unique solutions to your set of traditional marketing methods and you can make your campaigns more exciting with extraordinary programmes.
- The imposing space of the Informatorium can open new dimensions in your partnership relations.

**CONTACT US WITH YOUR IDEAS!
PLEASE GIVE YOUR CONTACT DETAILS
IN THE SPECIFIED WAY. OUR COLLEAGUE
WILL ANALYSE YOUR DEMANDS
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