



SONY  
make.believe

# A Handbook on DIGITAL SIGNAGE

A **dentsu** initiative supported by Sony

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Introduction



# Welcome to the world of Digital Signage

## foreword

Since time immemorial, communication has been the means of social interaction among people. Over the years, the means of communication have evolved, to reach highly sophisticated levels in the previous century.

In the first decade of the 21st Century, the world is witness to a digital revolution that is all-pervasive and has the power to ensure highly effective one-on-one communication. [Leading this revolution is Digital Signage.](#)





# Understanding Digital Signage

You may have come across many instances of the use of Digital Signage, especially in malls, offices and other public places. Essentially, Digital Signage involves the use of LCD flat panel displays or normal monitors to disseminate information such as advertising, corporate communications and other information that was traditionally conveyed through TV, paper posters and the like. In the context of the retail industry, according to Frost & Sullivan, Digital Signage is a network of displays that can be remotely managed and whose business model revolves around merchandising or advertising. However, Digital Signage is not necessarily a replacement for paper media, although it is replacing some paper signage. We see it more as a strong complement to paper media.

When you look at Digital Signage, you look at a communication medium that is diverse and highly dynamic. In fact, there are other descriptors of 'Digital Signage'. For instance, some companies and organizations prefer using terms like 'narrowcasting', 'screen media', 'place-based media', 'digital merchandising', 'digital media networks', 'digital out-of-home' and 'captive audience networks'. Whichever way you look at it, Digital Signage removes the limitations of segmented communication by 'narrowcasting' it to individuals as target. China currently leads the world in the number of Digital Signage displays in use. In USA, total revenue from the Digital Signage equipment market including hardware, software, installation, and maintenance - is expected to grow by about 33% in the coming years.



digital signage  
has a wide scope



# Core Opportunities & Challenges

Digital Signage offers many **opportunities** to its users, mainly through its ability to be used across industry verticals. For one, users get an opportunity to generate incremental revenue, besides ensuring timely dispersion of information to the right target audience. For advertisers, it is a means to increasing brand awareness by reaching specific hard-to-reach demographics and profiles, especially at venues such as health clubs, grocery stores and college campuses.

On the other hand, the **challenges** of Digital Signage lie in setting realistic goals and scaling up the system according to requirements. A key challenge is in ensuring that information being displayed on the Digital Signage is relevant to the person viewing it.





When you look at Digital Signage, the first thing you consider is its effectiveness as a business and communication tool. The benefits of this medium are well-documented, it offers a high degree of flexibility and its impact is immediate. Updates are easy and messages can be quickly changed to respond to varying demographics.

## An effective business tool

While it is a bit challenging, you can integrate Digital Signage into your overall business plan. The factors to be considered are your projected sales increases, a deeper branding of your services or products, and estimating the savings from increased efficiencies through the use of Digital Signage. A Digital Signage Today Guide, published in 2008, examines the current state of the Digital Signage industry. The Guide describes how you can gauge customer response to digital messaging by comparing Point-of-Sale (POS) data to the digital signage playlist. To illustrate, here are two examples:

Consider a retailer using its digital signs to promote a loyalty program. Reviews of the timing of the promotional spots can be compared to the times people signed up for the loyalty program, as an effective means to gauge whether the digital signs actually boosted sign-ups for the program.

On the other hand, a quick service restaurant can put a 'coupon' code in its digital signs. When customers cite that code to order a meal, the data can be recorded in the POS system, thus providing a basis for evaluating the effectiveness of the digital signs.

# Driving Force of digital signage

You would probably consider an investment in Digital Signage to be an expensive proposition. However, it's a system that is scalable and flexible, lasts longer and minimizes the need for upgrades. These benefits help you save on costs and minimize downtime. At the same time, when choosing a Digital Signage system, you need to consider factors like flexibility in media players, mounts & revision control, etc. Ideally, you should examine the available media players for instance, an entry-level media player is usually made to run content on one screen at a time. Like a DVD player, content is delivered to the player either through a PC connection or through a flash drive/USB stick. Higher-end networked applications require a more advanced media player, capable of running multiple screens simultaneously. They also easily handle 1080p high-definition content.

A Digital Signage solution serving retail stores needs a solution that can accommodate a growing number of screens - all of which may require different content. It is, therefore, important to keep in mind the need to increase the number of screens that are part of the network. Moreover, it should support a wide range of formats. Above all, it should integrate with real-time media such as streaming or Live TV, which would be a major benefit.

Manageability

Flexibility

Scalability





Retailers

Corporate Users

Government Users

Security Agency Users

Educational Users

Hospitality & Entertainment

Transportation

Health Services Providers

Event Venues

Who's right for

Digital Signage?



# Who's right for Digital Signage?

## Retailers

Retail is one of the biggest users of Digital Signage. If you are a retailer, you cannot afford to not look at a comprehensive Digital Signage strategy solution. Be it a one-mall operation or a retail chain spread across a geography, Digital Signage solutions have proven to be an effective way to increase brand salience, increase sales uptake and provide a higher ROI on the retail estate space it occupies. Communicating with customers real-time about product offers and promotions on a customized basis is one of the achievements of Digital Signage solutions.

## Corporate Users

Digital Signage is a very useful and efficient medium for a company's top management to get across various messages to employees. In using Digital Signage across its network, a corporate user must ensure that messages reach across the board, throughout the company's various offices. Moreover, there should be no discrepancy in the message. Employees who get these corporate messages should be left with a good feeling, thereby strengthening their loyalty to the company.

## Government Users

Many government institutions are realizing the power and potential of Digital Signage products. Using secure connections, they can feed live access to meetings or events. Moreover, digital signs can be used to inform citizens of wait times, schedules, important news and upcoming events in their residential or work areas. Further more, public displays can advertise new services and opportunities, and office hallways can deliver updated human resources information to all employees. Government institutions can also use the highly dynamic displays to give multi-lingual instructions to a wide variety of citizens, thus eliminating confusion and wasted resources.

## Security Agency Users

Criminal investigation can also effectively use Digital Signage since information is at the heart of every criminal investigation. It enables links and connections between one piece of information and another a crucial factor in solving crime. Some police agencies are already benefiting from the use of Digital Signage to disseminate information more widely to police officers, such as in canteens and other areas not open to the public. Faces and names of suspects are remembered better because police officers get access to the information many times during the day, through personal devices such as PDAs and mobile phones.



# Who's right for Digital Signage?

## Educational Users

Digital Signage is highly useful as a means of communication in education from primary schools to institutions of higher learning. The use of screens placed in reception areas, staff rooms, canteens and boarding houses make Digital Signage a proven method to communicate to students, teaching staff and guests. In fact, the use of Digital Signage in education serves a wide range of purposes, such as: announcements & instructions, meeting & class schedules, emergency information, community development, training, student/staff canteen menus, sports news and photographs of school plays.

## Transportation

(Taxis, Subways, Buses, Trains and Airports)

The use of Digital Signage is also very effective in public places and public transport, especially in providing immediate and up-to-the-minute information. The public venues where this solution can be used are: Bus stops, Commuter stores, Subway/train platforms, Buses, Baggage claims, Public buildings and more.

## Health Services Providers

Modern hospitals are almost invariably very large buildings where visitors may find it hard to make their way to where they wish to go or to access information. Digital Signage can make the visitor experience a smooth and pleasant one by providing them quick and easy guidance. This, in turn, helps health professionals do their jobs more efficiently. Moreover, it is an ideal medium to constantly reinforce public service messages such as the need for hygiene and cleanliness, etc.

## Event Venues

Concert halls, theatre halls, indoor and open air stadiums, etc. are venues with a large concentration of people attending musical or sports events. Digital Signage is an ideal means to ensuring 100% attention of the audience/spectators, especially in promoting products and services.





# Who's right for Digital Signage?

## Hospitality & Entertainment

The hospitality & entertainment industry is one sector that can benefit in a big way from the use of Digital Signage. More and more hotels and conference centres are recognizing the need to incorporate Digital Signage into their facilities. The applications range from using large screen LCD panels to greet visitors and announce events & to touchscreen systems that provide way-finding services to guests. In fact, Digital Signage is a cost-effective way to provide assistance to guests while also enhancing the ambience.

Take a closer look at the many ways that Digital Signage proves so useful in hotels and conference centres, especially in reducing the workload of staff:

- Show guests the time and location for upcoming meetings
- Provide way-finding maps, room listings and directions to rooms from the lobby
- Promote value-added services like room upgrades and loyalty programs
- Display welcome messages for conferences and large group events
- Convey best wishes on birthdays, anniversaries and other special occasions
- Inform customers about gift shops, restaurants, etc.
- Deliver a hotel info channel or in-house TV network to guest rooms
- Show training videos and safety tips to employees
- Provide guests with current weather and news information
- Display emergency messages and alerts.



What's right for  
Digital Signage?

## Content Strategy

There is no change in existing concepts when it comes to using Digital Signage solutions in marketing and advertising campaigns. What is important is to have a sound strategy which, in turn, will enable consistently good content, based on simple messages. For instance, if the retailer has a slightly complicated offer for prospective customers, it has to be presented in a lucid manner. Cashback and discount offers at the retail/wholesale/off-the-truck/at-the-counter levels should be easy to understand, ensuring that customers don't have to do the math while reading the advertisement.

When it comes to using Digital Signage solutions for say, a 30-second commercial, you must remember that the audio is either disabled or very low in most retail shopping environments. Separate investment in creating content for Digital Signage will result in a better impact of the campaign. Moreover, in a retail environment, you should consider how the screens are integrated into the rest of a store interior. This is referred to as 'compliance', and is an important element when considering the implementation of Digital Signage. Supermarkets, high street stores and high-end fashion brands alike spend considerable time and money to create a cohesive brand world within their shops. A screen may look out of place if not integrated in a store's look and ambience. For instance, a LCD maybe out of place in an interior design characterized by curves and flowing lines, As a solution, some designers prefer to conceal the LCD's bezel and mask it with suitable colour coded aesthetics.



Research reveals that approx. 29% of all retail shoppers make unplanned purchases after viewing retail TV. New research by Arbitron, an international market research firm, reveals that video displays have a dramatic effect on spur-of-the-moment purchases, making the case for Digital Signage in retail environments that much stronger. Revenue generation is another important factor - studies show that, in Europe, for every additional 10 minutes spent in a store, people will spend an average of €5 more. No wonder, the potential to influence buyers' instore behaviour is huge!

Entertainment is a great way to engage instore customers, by putting them in the right mindset. For example, if the weather forecast says 'sunny' for the next week, you can instantly change your digital package to highlight the fun of barbecuing, and tailor your promotions for meat products accordingly. Moreover, the place where screens are placed offer good creative opportunities. Floor panels, for instance, provide an element of surprise to capture initial attention, or screens can be themed according to the aisle in which they are located.

## Consumers & Digital Signage - Content Is The New King!



# Digital Signage

Stakeholders

## Advertisers

If you are an advertiser, consider the many ways that Digital Signage solutions can help increase sales for your brand. Digital Signage is effective in influencing customer buying behaviour, attracting and engaging potential customers, increasing the shopping conversion rate, enhancing transaction size and ensuring greater awareness of your company's products and services. According to a Frost & Sullivan Report, Digital Signage solutions are primarily used to effectively deliver brand messaging. Over and above, using Digital Signage also leads to increased customer loyalty, thanks to a better shopping experience that it provides. To know more about Digital Signage Solutions, please visit [www.pro.sony.eu/retail](http://www.pro.sony.eu/retail)



## Components involved in a digital signage solution

### HARDWARE

- Displays
- Media Players
- Directional Sound
- AV/ System Integrators

### SOFTWARE

- Digital Signage Software
- Kiosk Software

### CONNECTIVITY

- Internet Connectivity

### CONTENT

- Creative Shops
- Ad Agencies
- Marketing/ Promotion Agencies

### NETWORK OPERATION

- Digital Signage
- Network Operators
- Media Conglomerates

### PROJECT DESIGN

- Business Consulting
- Retail Consulting

## Technology Providers

Technology providers can be broadly classified under Hardware, Software, Connectivity, Network Operators and System Contractors. Given this classification, let's take a look at the components involved in a Digital Signage solution.

In a Digital Signage solution, a variety of hardware is used to deliver the content. The hardware typically includes a display screen, player server and a content management server.



# Digital Signage | Stakeholders

## Displays

Digital Signage displays are mainly LCD screens, LED boards, projection screens or other emerging display types such as living surfaces or Organic LED screens (OLEDs). An increase in the number of Digital Signage installations can be traced to rapidly dropping prices for large LCD screens.

## Content Playback & Management

There is at least one player machine required to play the content on the displays of a Digital Signage network. Various hardware and software options exist, providing a range of different ways to schedule and playback content. These range from simple, non-networked media players that can output basic loops of MPEG-2 video & to complex, N-tier player networks that ensure control over enterprise-wide or campus-wide displays at many venues from a single location. The simple media players are useful for small groups of displays that can be updated via CD-ROM or USB flash drive. Complex players, on the other hand, enable Digital Signage network operators to either push content to many players at once or have each player pull content from a server, as needed.



## Expertise

To get a Digital Signage solution up and running requires a certain level of expertise which, in turn, depends on the kind of Digital Signage deployment. For a retail chain spread across the country, there is need for expertise in configuration of the solution and optimising usage of the network. On the other hand, a single store deployment will be faster and easier to handle. As for the number of people required to maintain a Digital Signage solution, it all depends on the complexity and scale of deployment. What's important is that this solution is scalable – you can increase the number of screens as your network grows.

# Digital Signage | Stakeholders

## Network Infrastructure

If the player server is not located at the display, then usually the Digital Signage displays are connected through a network. The video (and possibly audio) is distributed to the displays through a series of wired network connections (such as Cat 5 cables) or wireless connectivity through the use of wireless adapters. When distributing content through anything other than a video/audio cable, the signal has to be converted with transmitter and receiver baluns. Moreover, to manage a network, a management server is usually required. This can be located just anywhere, so long as it is connected to the Digital Signage network. New content can be managed and organised here, while the actual content is stored and played on the player servers.

Digital Signage networks can either be closed or open to the Web, which in turn will affect the way the content is updated on the screens. For closed networks (without Internet access), updates need to be done locally through USB sticks, DVD drives or other 'on-site' updates. Open networks (with Internet access) can be updated remotely and stream data from other Internet sources (such as RSS feeds). The availability and type of Internet access (wireless, broadband, etc.) depends on the location and client.



## Content Providers

In a Digital Signage solution, it is important to have content that is successful in meeting desired objectives. For instance, it is possible to use catchy, thought-provoking headlines in retail advertising rather than having dull sounding messages. Over and above, there is scope to have body copy, including copy of a legal nature. Even an offer coupon can be interesting and entertaining ensuring attention and action from those viewing the screen. And as for design, you have the scope to use attractive fonts, imagery and color schemes.

# 5

steps to reach the  
mobile consumer  
with good content

1. Be simple  
and direct in  
highlighting the  
consumer benefit

2. Be relevant  
with the message,  
to get into the  
minds of the  
audience

3. Be timely by  
using technology to  
change promotions  
when needed

4. Provide  
value addition  
such as recipes  
related to a  
product

5. Use  
technology in  
a way that makes  
the message  
spontaneous and  
creative

## TV Commercial on a Digital Signage Solution

Digital Signage is a dynamic medium with a truly interactive format that should be considered as part of a broad marketing strategy. In many ways, it is similar to TV advertising, but with the key advantage that it is seen at the point of purchase. According to a study, the average recall of a brand advertised on Wal-Mart TV is 66% compared to 24% for brands advertised on TV at home.

To ensure this kind of penetration among the target audience, on-screen content of Digital Signage should persuade customers to stay in store longer. For instance, dynamic images such as a four-minute music video will capture shoppers' attention far better than a static, unchanging picture.

Secondly, it's important to ensure relevance by creating a synergy between on screen content and the overall store environment. Generic advertisements or branding messages may not drive customers to try goods or stimulate a purchasing decision on their own. Tailored, store-specific promotions, on the other hand, can influence buyers' behaviour far more directly. This can be achieved by using content to increase awareness of a particular product through a special price promotion, time-limited in-store offer or similar methods. Relevance can also be increased by directing shoppers to a specific display area or part of the store. By closing the loop between what's on screen and the actual shopping experience, retailers and advertisers can capitalise on a powerful opportunity to interact with and influence shoppers at actual point of sale, something that conventional TV advertising simply cannot achieve.



# Trends

## In Digital Signage

Digital Signage is poised to become one of the major communication mediums of the world. Being economical to use and ideal for one-on-one communication, it will emerge as the first choice of communication at points-of-sale and public transport where people are together in large numbers. The following trends seem to support this:

The day is not far off when setting up a Digital Signage solution will be a standard requirement in any project. Further, the networking of existing Digital Signage solutions will result in increased co-ordination and provide an integrated solution to clients.

Transportation networks and most malls will have full fledged interactive screens, ensuring that brands increasingly shift money to this market from traditional TV. Bank ATMs will also increasingly be used to promote products and services. Luxury brands are gradually moving to mall based advertising and using mall signage networks actively.

Full HD and enhanced quality of screen video walls will result in richer content being displayed. In fact, for Full HD, the number of pixels supported is fairly strong - at 2 million pixels.

With content, being the next main talking point for the industry, agencies are awakening to the power of Digital Signage. Interactivity and measurement will be major factors in marketing activities in the coming years.

# Future Developments

**Interactive way-finding:** Rapid development of Digital Signage networks will enable deployment of interactive way-finding systems in malls and transportation networks. Tourism and hospitality industries will also adopt innovative uses of Digital Signage solutions.

**Cross network advertising:** Media consolidators will see economies of scale in Digital Signage as a new business opportunity. They will be able to provide media solutions across different networks, in the process providing clients and brands with a single window approach to the system. This will also result in reduced wastage of media inventory for the media owner.

**Point-of-Sale Product Review:** Companies will get an opportunity to create enhanced brand experience, and be willing to invest in technologies that will enable real-time product details at the point of purchase. Moreover, retail outlets may be in a position to provide a controlled feedback loop for reviews on the different products available.

## The Business Case For Digital Signage Solutions

There are many positive factors that support the case of Digital Signage solutions as a highly effective business and marketing tool. To make the system a success, the following approaches could prove useful:

a) A clear business definition and objective of Digital Signage for the organization is the primary requirement for its success. Proper project planning is necessary before the start of execution. Have a realistic plan on implementation with milestone-based approach to the system. Involvement of not only IT but also all relevant departments of the organization are important for the success of the project. An analysis on internal AV-IT expertise is required to better understand capabilities. There also has to be a clear definition of local and global level rights.

b) Finance managers should be made aware of Digital Signage solutions, to ensure cash-flows to the project. Moreover, the system being a communication tool, the brand and marketing teams should be closely involved in the project. Above all, the system must generate revenue, to ensure smooth flow of operations.

c) Brands and advertisers should be guided on creating the right communication for the medium. With better adaptation comes better results, leading to increased usage by advertisers. In fact, this will be one of the key factors to success of the medium. This will also result in active promotion of the medium by advertisers themselves for the networks.

d) Finally, a Digital Signage solution enables advertisers to contact the right people with the right content at the right time. Effective utilization of the medium will ensure results and hence, make the system a business success.

In the following pages, we have provided some case studies pertaining to select sectors. These give you a better understanding of the way a Digital Signage solution works, and how it proves to be an effective business tool for marketing brands and services.



# Arsenal and Sony create perfect match.

Arsenal's requirement was challenging; but by uniting Sony Professional Services with our R&D and factory resources Sony was able to rise to the challenge.

Mark Grinyer, Manager, Professional Services Sony UK

## Background

Emirates Stadium, located in northwest London, is home to Arsenal Football Club, one of the leading clubs in the English Premiership and renowned throughout the world. The Club moved to its new premises in July 2006 having spent 93 years in its previous stadium in Highbury, also in north London.

## Customer Challenge

At 93 years of age, the Arsenal stadium in Highbury was a dearly loved but outdated institution. Arsenal needed a larger ground and wanted it to be more appealing to a new generation of fans. The aim was to make it a day out for fans, drawing them to the stadium for more than just the match. Good, quality entertainment was a key aspect from the outset. To that effect, Arsenal looked for the most technologically advanced solution available for content creation and distribution and one that was based on high definition (HD) technology. Arsenal wanted to be able to broadcast in HD from day one of being at the Emirates Stadium. Challenges lay not only in ensuring that the entire system — from production to distribution to presentation — worked in HD format but in the fact that there was no existing solution in the market to tap into. Sony and Arsenal were developing a brand new solution from scratch and a massive one at that.



## The Sony Solution

Emirates Stadium, which has a capacity of 60,000, is the first HD streaming stadium in the world. Sony Professional Services, with system integrator Venue Solutions, worked closely with Arsenal to create a digital content package that keeps fans entertained and informed. In addition, the solution included equipping stadium facilities such as the press room and cinema and conference rooms with Sony SXR4 4K projectors.

## About Arsenal

Emirates Stadium, located in north-west London, is home to Arsenal Football Club, one of the leading clubs in the English Premiership and renowned throughout the world. The Club moved to its new premises in July 2006 having spent 93 years in its previous stadium in Highbury, also in north London. Emirates Stadium is the first HD streaming stadium in the world. Sony Professional Services worked closely with Arsenal to create a digital content package that keeps fans entertained.





## The Sony Solution

Sony's end-to-end HD solution combines HD broadcast products with leading edge encoding and streaming techniques to provide a true HD AVIT solution that is unsurpassed in creative power and picture quality, but is also simple and cost effective to install. Content is produced in the HD production room, which is able to handle sources from OB trucks, Ziris View players, RSS Feeds, source decks and satellites. The produced output is then sent to large screens within the stadium bowl and also to the 450 LCD screens around the stadium. Distribution to the screens is based on MPEG4 (H264/AVC) compression with the stream being carried over the stadium local area network (LAN). The key to the solution was the creation of the Sony ICS-FW40 streaming receiver card which is installed into each LCD display. This card not only acts as the stream decoder for content it also provides direct control and monitoring of the content that is displayed in each individual screen. From our perspective, if you are going to do something, you've got to ensure all parts of the chain work together and to the best of their ability. Sony has been pioneering and investing in HD and we knew that we could future-proof our investment with them. Sony was very committed in making this project a success, said Adrian Ford, Commercial Director, Arsenal.

## The implementation/results

By being able to create, distribute and present good, quality entertainment, Arsenal are steadily bringing a whole new dimension to watching football matches. Fans are spending longer days at the stadium to watch the match and other entertainment — behind-the-scenes Club footage, pre-match interviews and post-match analysis on Arsenal TV, the Club's very own channel. The ability to draw fans in by customizing the content on each screen — be it by adding text, graphics, graphical bars or split screen effects — has been a major advantage of the solution. Moving from analogue to HD was challenging as the latter is a relatively young technology. Sony was the only provider that could give us the end-to-end solution we were looking for to give our fans quality entertainment. There's definitely been a change in culture at Arsenal — fans are spending more time at the stadium because we are able to give them something quite special. We see them come in an hour before the match starts, instead of 5 minutes, said Ford.



Sony was able to give us a bespoke HD end-to-end solution that allows us to amalgamate content at the beginning and distribute it and present it to fans in a compelling way on match day. The level of support from Sony on this project has been outstanding.

**Richard Glover, Manager, Arsenal**  
Digital Products





# Vue creates the ultimate cinema experience with Sony Digital Signage.

The beauty of Ziris is that we can chop and change and do what we like whenever we want.

**Vinay Dave, Vue IT manager and project co-ordinator**

## The implementation

The project is three quarters of the way to completion. The solution is scalable to accommodate Vue's continual expansion. Sony is installing FWD40LX2 HD screens in the foyer environment designed for heavy duty operations in public places. The display panel also allows for independent colours to be fine tuned so a precise match with the branding colours can be achieved.



## Background

Historically Vue sites have had menu boards that were used for both promotional and retail activity and only updated periodically to reflect price changes or to promote a new release. Vue needed a system that would allow them to have maximum flexibility to exchange the different zones within each cinema site and the flexibility for different cinemas to show different content from each other.

## Customer Challenge

We needed to add versatility and advertise what, when and where we wanted. Out of all the technology on the market that could do this we chose Ziris. It did what it said on the tin – namely it is a centrally driven content delivery system, commented Vues IT manager and project co-ordinator Vinay Dave.

## Customer benefits

Sony Professional Services is transforming the customer experience in VUE cinemas throughout the country by enhancing Vue's 62 multiplexes across the UK and Ireland with a new Sony Ziris digital signage system. Integration of a state-of-the-art signage system is a milestone in Vue's aim to become the leading exhibitor in the business. The programme will see 287 Bravia and Sony Pro 40-inch LCD screens located throughout its network linked by Ziris software and centrally managed from Vue's London headquarters.

## The Sony Solution

The solution is run from three servers at the head office that create, manage and transfer content, to the network players. The Ziris software will allow a focal point for retail and marketing departments to automatically monitor the entire digital signage network or pinpoint exactly what is being transmitted at any multiplex in order to tailor specific messaging. With Ziris we can close box office zones during quiet periods and operate all ticketing and retail from a single point or we can deliver increased promotional activity or schedule information to any screen in peak periods- all on a daily basis.

## Sony - The market leader

In Sony's early discussions with Vue Cinemas it was clear that the objective was to enhance customer service together with the film-goers experience and to create a modern state-of-the-art cinema Environment. Sony's digital signage solution will enable Vue to achieve this today and can be modified according to their future requirements, stated Tim Potter, Sony Professional Solutions.



# Digital signage solutions from Sony – simple, innovative & scalable

By introducing the digital poster we established a platform for our customers to communicate with their staff in a very fast and modern style apart from e-mail. In addition we can display our price list and promotions in a very flexible and appealing way."

Stefan Zanini, SV Austria

## Background

SV Austria is a leading service provider, specialized in business and care catering. The company is operating 46 sites across Austria, including restaurants and kitchens in workplaces, hospitals, nursing homes, and schools. Moreover SV Austria is also internationally experienced in hotel management and event catering. With its innovative catering solutions, the company stands for customer orientation, responsibility and quality. SV Austria is always seeking innovative solutions to develop their business restaurants into even more attractive and pleasant places. Besides getting food of highest quality, customers should always benefit from a value add. In the centre of all activities stands the variety of food, pleasure and relaxation during a hectic working day.

## Challenge

In highly frequented business restaurants (normally inside of large office buildings) a solution had to be found to communicate as easily and efficiently as possible. Information has to be delivered quickly, up to date and in a pleasant way to all customers. At the same time an even more innovative look should be given to the restaurants. The solution should be simple but both scalable and cost efficient.

## About SV Austria

SV Austria is a leading service provider, specialized in business and care catering. The company is operating 46 sites overall Austria, including restaurants and kitchens in workplaces, hospitals, nursing homes, and schools. Moreover SV Austria is also internationally experienced in hotel management and event catering.

## The Sony Solution

As a result of a discussion between Stefan Zanini, CEO of SV Austria GmbH and Oliver Bauer, Solutions Sales Manager of Sony Austria GmbH, a decision was made for professional displays from Sony in combination with the Sony digital signage board "BKM-FW50". The package offers flexible, scheduled play out of pictures and videos at a reasonable price. No additional external play-out-devices are required. The operation as well as an upgrade to a networked solution can be done easily and at any time.

De facto eliminated lead-times, full flexibility in design and very reasonable cost made us replacing the common poster by the digital signage solution", Mr. Zanini emphasizes his satisfaction with the professional consultancy by Sony.







# Digital Signage is a recipe for success.

At Bavinchi, we try to set the trends in the community. We now have 35 shops using Sony Digital Signage and our customers are very happy. It gives something to educate and entertain them.

Kenneth Larsen, Bavinchi

## Background

Bavinchi is Denmark's leading bakery chain, with outlets throughout the country. Specialising in high-quality and innovative produce, Bavinchi is seen by its customers very much as a prestige name. With the goal of becoming a worldwide brand, Bavinchi has recently partnered with Sony for a Digital Signage solution that will enhance the customer experience and help grow the business further.

## The Sony Solution

Sony's solution comprised a mix of FWD-32LX2 and FWD-40LX2 professional LCD displays all equipped with a BKM-FW50 Digital Signage Board, which enables content to be streamed to the screens in three different ways. To begin with, Bavinchi installed the solution in just one shop, using a Compact Flash media card to display pre-prepared content on the LCD screen. This yielded some very positive results, so they rolled out similar standalone solutions in shops across the country. New content is prepared centrally every month and mailed out on Compact Flash cards, which can be simply inserted to the BKM-FW50 by local staff in each site.

The next stage of the solution has involved some shops receiving content over the Internet, via a network connection within the BKM-FW50. The system installer, ProShop Danmark, manages this content on a daily basis and loads it on to a web server. At midnight each day, the BKM-FW50 board within each display connects to the web server and downloads the new content. This is a significant step up from the standalone Compact Flash solution, as content can be more regularly updated, and there is no need for in-store staff to get involved. The BKM-FW50 solution also takes care of administrative tasks such as turning the screens on and off. They can be pre-programmed to turn on when the shop doors open and power down at closing time. This frees staff to focus on their primary responsibilities, whether that's baking the produce in the kitchen or serving customers on the shop floor.

## Customer Challenge

In order to raise its brand profile and increase sales, Bavinchi was looking for a new approach to marketing. It decided to focus on the in-store customer experience and creating a more dynamic and vibrant atmosphere within its shops. Specifically, it wanted to deploy a Digital Signage solution that would engage, educate and entertain its customers.

We knew that when we got a Sony screen that we can depend on it, no problems at all.





## About Bavinchi

Delivering a richer customer experience while boosting its own brand awareness was central to Bavinichi's decision to deploy a Sony Digital Signage Solution in its stores throughout Denmark. The bakery chain wanted to approach its marketing in a new and innovative way that would help to educate and entertain its customers while they shopped. With audio and visual content managed centrally the screens can show new and enticing content every day reflecting different business strategies and regional preferences.



## Implementation / Results

Ultimately, Bavinichi will look to move up from its standalone and networked solutions to a fully managed solution, such as Sony's Ziris Lite Digital Signage software. This will enable more advanced scheduling of content and a more efficient, automated workflow. By scheduling different content to play at different times of the day, customers will receive more targeted messages that will help maximize sales. For example, savoury produce can be advertised during peak lunchtime hours, and then the content and sales focus will automatically switch to sweets and pastries for the afternoon. Sony's solution allows Bavinichi to better engage with its customers while they are in store. It allows attractive visual and audio content to be updated on a daily basis to reflect changing business priorities, and for different content to be played in different shops to reflect regional preferences. Plus, it will eventually enable targeted advertising at different times of the day to maximize sales. Sony's BKM-FW50 solution, which is embedded within high-quality professional LCD displays, is perfect for showing impactful still images or video clips. It is easy to install and use, saving customers both time and money. Plus, it is remarkably flexible – content can be played directly from a Compact Flash card, streamed from a web server or from a fully managed solution such as Ziris Lite.



# Service Sector

## Executive Summary

Against a backdrop of changing regulations and a growing competitive sector, La Poste, the French postal service (2nd biggest in Europe), wanted to overhaul its retail postal strategy. It planned to offer enhanced, modernised facilities to both customers and staff. La Poste engaged Sony Professional Services to help it deploy the biggest Digital Signage project in Europe. A total of 5,000 Digital Signage displays were put up across 2,500 postal outlets, running bespoke content to be entertaining and informative to customers. The project has completed Stage One, with the implementation of 500 post offices digitally wired in 2007, 1,000 in 2008, and another 1,000 in 2009.

## Customer Challenge

With the competitive landscape changing, La Poste wanted to ensure that it could offer the best possible service by using a state-of-the-art Digital Signage system. Customers would enjoy a more informative and entertaining experience when visiting one of its retail outlets. La Poste wanted to communicate and promote its products and services to its customers throughout its 2,500 retail locations across France, from one central hub, rather than complicate each retail site with its own software. It was essential that the selected system would be easy to use and flexible, to enable La Poste update the system with new features and content.



## The Sony Solution

Sony PSE is helping La Poste achieve its goals by installing 5,000 40-inch flat screen terminals, without changing any structural elements of the La Poste sites, running across a network and controlled by Sony's Ziris software. This will enable the user to control the terminal, perform simultaneous media transfers and carry out maintenance, all from a single site in Nantes, France.

## Company Background

La Poste has 7,00,000 customers passing through its doors every day. With the total deregulation of the French postal service by 1 January 2011, the service was keen to modernise, put customer service at the forefront of its strategy and expand its offerings to the public. As the second largest employer in France, La Poste was also looking to enhance its employee experience within its retail outlets.





# Service Sector



## Results

By using the flat screens to update customers of information such as new services, changes in prices or opening and closing times, La Poste has fostered a better relationship with its customers. Around 76% customers say that the postal service is closer to them and more interesting. While La Poste customers were high on its agenda, the system has also had the additional impact of lowering stress levels within the post office, benefiting its staff. By keeping customers entertained during the busiest times, the staff became more relaxed when post offices became crowded.

## Why Sony was selected

La Poste put the project out to tender in 2006. It selected Sony because of the quality of the latter's visual displays and the software that would enable La Poste to manage the system from one site. The additional benefit of having the capacity to develop regional and more localised content was also a key part of the buying decision.

In the choice we made, one of the key criteria was our capacity to do regional slots, to relocate our programmes, locally and regionally that's why we chose Sony. The software is being developed with the help of R&D department of Sony, to help us realise our objective. This will enable us in the future to help all the local partners of La Poste across the whole territory.

Pascal Gilardi, Director, La Poste Group

# Restaurant & Food Chain

## The challenge

McDonald's, the world's leading restaurant brand, serves over 100 million customers each year in Austria. As part of its constant efforts to find better mediums to engage and entertain customers, McDonald's reviewed the design and content of its 162 restaurants in Austria. Harald Suekar, Managing Director McDonald's Austria, explains, "We wanted to modernise our restaurants, and decided on a multimedia concept that would make the experience more fun. The concept fits with our new philosophy. Im lovin it."

## Fast Facts

Number of employees: 7,500

Country: Austria

Industry: Catering

Customer Profile: McDonald's is the leading restaurant brand with more than 30,000 local restaurants serving nearly 50 million customers in more than 119 countries each day. Approximately 70% of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

Partners: Telekom Austria



McDonald's caters to the whole family, and their experiences of dining with us are based on everything they experience from the moment they enter the restaurant, to the moment they leave, commented Harald Suekar, Managing Director McDonald's Austria. With Sony's help, we're using technology to modernise our restaurants and entertain customers. The more customers enjoy the experience, the more often they come back – it's good business sense. We ran a trial last year and Sony's solution was the only one which worked together with the hardware. On top of this we chose Sony because they have a good track record as one of the world's technology-leading companies, and secondly, they had a broad range of products, enabling us to choose the specific solution we needed.



### The Solution

McDonald's multimedia installation includes PlayStation 2 gaming terminals, Internet surf stations and store radio. A dedicated TV channel, Channel M, was to be displayed in McDonald's restaurants through Sony's state-of-the-art 42-inch LCD displays. Telekom Austria developed the concept and provided the server to host Channel M. Sony supported the channel by installing its content management software, Ziris. Content is being provided by Lackner Media Systems.

Technical specifications: Digital Signage - LCD screens installed with BKM-FW32 remote management adaptor. Content management software - Ziris Create, Ziris View and Ziris Manage.

# Restaurant & Food Chain

## Benefits Derived

Channel M broadcasts 12 different types of news, including politics, sport, weather and entertainment, to appeal to a broad range of people. The information is updated by the Austrian Press Agency every minute, so that it's always fresh. Centrally managed by Telekom Austria, Channel M content is tailored to local audiences to make sure it is relevant. And it's delivered to the restaurants using a secure broadband connection. Controlling Channel M is Sony Ziris, a powerful software tool that gets tailored messages to target audiences, by using a standard PC to manage and distribute content.

"Sony has developed an efficient and cost-effective solution for informing, influencing and entertaining at point of sale, with the Ziris software", explains Klaus Guttman of Sony. Ziris is tailored for the retail industry and allows users to adapt messages to different audiences.

In addition to the dedicated in-store channel, Sony installed a series of PlayStation gaming terminals, equipped with the EyeToy camera to keep video-gamers entertained. The terminals offer the latest (violence-free) video games, and are updated up to three times a month so that they always have the latest titles.

# Speciality retail

## Background

Würth Norge is one of Norway's leading suppliers of tools, chemicals, security equipment, protective and engineering equipment for professional craftsmen. Established in 1973 with its head office located at Holum Skog, just north of Oslo, the company is divided into two divisions: Auto and Trade/Industry, and is aimed at professionals in the building & construction industry, and the automotive sector. Würth Norge has 425 employees, spread across 19 sales regions and 23 shops across the country. The company's turnover in 2005 was approx. NOK 715 million. It is a part of the international Würth-Group, which has 362 companies in 82 countries.

## Customer Challenge / Business Needs

Würth Norge was looking for new ways to communicate with its customers. It was already using traditional approaches such as brochures, advertising and promotional posters, but recognised that it needed to modernise its methods of communication to make them more interactive.

It needed an automated solution which would allow information to be updated in real-time. The solution needed to be simple yet intuitive. The goal was to reduce administration to a minimum while increasing the control over information displayed. A prerequisite was to acquire the ability to tailor information and communications for individual shops.

## The Sony Solution

The solution was implemented in all of Würth's shops on 1st April 2006. Each of the 23 shops has a 40-inch LCD screen, while the main store is equipped with four 50-inch screens. Sony's content management software, Ziris", then allows the user to prepare and schedule content which can be easily distributed to remote networked players which, in turn, can play out creative playlists to Sony LCD and projectors.

We are operating two different solutions with the software, one for the shops and one for the stores. The solution for the stores is effectively self-operating and does not require any significant attention from us. Key statistics are displayed from a database which keeps our employees informed about orders, pick-up status, etc. In real-time, explained Joakim Villa Aarseth, responsible for the solution on behalf of Würth Norge.

All of the content is managed centrally which gives the company's Marketing Department complete control over what is shown on the screens at all times. What's more, the screens and displays can be managed remotely so we can monitor whether or not a screen is working properly. With the in-store solution we can show customised content from national campaigns and offer information on local customer events as well as demonstrations and training videos for products, Mr. Aarseth further added.

## Customer Benefits

"The biggest advantage with the new shop solution is that we can now tailor our message to individual groups of customers. This enables us to manage our information flow better, which in turn means that we can communicate more quickly and with greater reliability." Mr. Aarseth explained. "From a single screen, we can control what is shown on all 27 screens. If fault is found, it can be corrected with the press of a few keys. More importantly, Würth can now communicate messages at much shorter notice. We spend less time putting out information. The response from the employees has been good because it makes their working day easier. Previously, they had to order brochure material well in advance. Now they can get a sales poster on the screen in just a few hours if necessary."





# Fashion Retail

## The Challenge

Diesel clothing is at the cutting edge of fashion. And you can't stay on top without remaining ahead on the music scene. The right sounds in store connect with fashion-conscious shoppers and create the mood that makes people want to buy.

"Communicating an atmosphere, a lifestyle or a mood is easier said than done," says Giuseppe Andriano, Business Manager of Public & Retail Business Solutions for Sony Italy. "To do this without taking up precious floor space in-store is almost impossible. Audio playing in the background can drive home the most powerful, most absorbing and most enjoyable messages and, above all, can be identified with a particular brand. The use of audio therefore provides the ideal solution."

## Customer Benefits

Sony technology meant that BE361° was able to make a real impact for Diesel, with an elegant, individually tailored and cost-effective way to reach customers. Sony provided complete support - from concept to last word of great feedback from the stores. In 2008, about 60 Diesel stores used the system. This increased to 100 outlets across Europe, China, Japan and the United States in 2006.

The Sony technology employed in this installation should help maintain the level of professionalism that is involved in the selection of musical montages," says Giuseppe Andriano. "BE361° and its Music Branding project ensure that none of the atmosphere that Diesel offers its customers is left to chance."

Sony's expertise and one-stop-shop approach to network audio and video has made it simple for Diesel to offer a more sophisticated shopping experience.

Products:  
Sony NSP-1 network player & Sony Ziris" software

## The Sony Solution

The marketing and communication company BE361° used Sony technology to create a complete music branding solution for Diesel. With this project, we wanted to make the most of contemporary international music trends to create an authentic "Diesel Sound" that will be played in Diesel outlets all over the world, said Maurizio Ribotti, Managing Director of Be361°.

Music playlists can be managed from a single control centre and broadcast worldwide to Diesel sales outlets. This allows Diesel to manage the music through a dedicated team of experts. At the nerve centre is Sony's NSP-1 Network Player. Compact and lightweight (only 1.5 kg), it can handle many different formats with ease. It delivers up to 40 Gb of locally archived music, and the Sony Ziris" software makes it easy to use. The Sony player gives Diesel access to a library of more than 35,000 songs, organised by genre and constantly updated. Music programmes are shared by broadband across the network of Sony NSP-1 players in each store and played over the in-store hi-fi system. The playlists vary to suit the time of day, say Monday morning or Saturday afternoon. And to pitch the music just right, the programme can be varied within each store. Sony technology makes it possible to know instantly what's playing in each store at any moment.



# Automobile

## The Challenge

Citroën in Italy was looking for ways to get closer to customers and improve communication with dealers using Digital Signage. Sales could be increased if customers were more effectively informed about products and offers. Moreover, the network of dealers could offer a more seamless sales experience. Digital video would also be a perfect way to deliver staff training.

Time is of the essence in the automotive sector, so the establishment of a more efficient communication platform for dealers was critical. Addressing this challenge called for the combined planning expertise of Citroën and Sony, particularly in the area of customer relationship management, explained Giuseppe Andriano, Business Manager of Public & Retail Business Solutions for Sony Italy.

## Customer Benefits

This is sales support on two levels. It reaches potential customers in a dynamic way, and it brings Citroën's Head Office closer to the 174 Citroën dealerships across Italy. Content is transmitted via satellite from a single location, rapidly and simultaneously to all dealerships. It avoids the production and delivery costs associated with DVDs. And the use of MPEG2 format for satellite delivery makes it quicker and easier too.

"The most important challenge has been distributing data via satellite to a hardware solution like the NSP-100 without using a PC. The entire team were pleased that we achieved this goal with limited budget," said Edoardo Rizzi, Content Delivery & Satellite Solutions Division Manager for PBS.

Citroën's partnership with Sony has streamlined internal communications and created a unique customer experience. And it's helping to reinforce the innovative character of the Citroën brand.

Products:

- Sony NSP-100 network players
- Sony 42" plasma screens
- Satellite dishes and receivers

## The Sony Solution

Each of the 174 car showrooms was fitted with a 42" LCD screen, network player, satellite dish and receiver. The player receives content by satellite and puts it into a playlist. It can combine graphics and text with video footage in real time and provides outputs in all professional formats, including composite, component, S-video and audio. It may be compact but the NSP-100 can store up to nine hours of video in superior quality to regular DVD, or up to 18 hours of lower quality footage.

What about the programmes? PBS, an Italian Sony dealer, handles all the organisation and broadcasting ready for distribution via satellite. All the dealerships receive their playlists and content simultaneously, something impossible to do on a terrestrial network. It's a great example of Sony's project management skills, working with a range of suppliers and technology partners.



# Independent Retail

## Manfred Gebauer GmbH

### The Challenge

Manfred Gebauer GmbH is an independent retailer running several branches of the EDEKA food store chain in the southern part of Germany. The family business places the greatest value on freshness and quality and offers its customers in all markets an outstanding international and regional range. The retailer's dedication has already been rewarded several times in the past, with prizes awarded by the German food industry. These included the Goldener Zuckerhut in 1986, Best Service Counter in 1989 and 1999 for meat and sausages in Germany, and Best EDEKA Market in Germany, in 2002.

At the beginning of 2005, Gebauer's E-fresh Centre was looking for a Digital Signage solution to advertise products specifically at the point of sale and to increase sales.

The solution had to be flexible and modular and in addition had to emphasize the innovative image of the company known for its traditions.

### Implementation

Sony's video expertise allows for the provision of elegant, impactful and cost-effective solutions for communicating to a target audience. Due to its one-stop-shop nature, Sony was able to provide a complete end-to-end solution for EDEKA from initial counsel and recommendations through implementation and roll-out. This ensured that Manfred Gebauer GmbH would have a tailored solution, built

### The Sony Solution

Installation of the first digital signage solution started early in 2005 in Goppingen. In November 2005, the newly-opened 5,000 sq.m. EDEKA Market in Filderstadt-Bonlanden followed. Totally, 12 LCD screens were installed in the departments that achieved the most sales in the two branches.

Linked via the network players, content is fed onto the plasma screens, a system which Manfred Gebauer GmbH uses Sony's Ziris" Manage and Ziris" Create software to control. The Ziris" software range was specially developed for network player which make the management, planning and distribution of localized, dynamic programs much easier.





# Independent Retail

Manfred  
Gebauer  
GmbH

## Customer Benefits

After the Digital Signage solution was installed in the Goppingen EDEKA branch, Manfred Gebauer GmbH achieved a measurable increase in sales. With the annual "Asparagus Express" promotion, sales increased by 30% because of targeted advertising on LCD screens. Sales of strawberries went just as successfully. Here too, the sales figures improved significantly compared with previous years. The new branch in Filderstadt-Bonlanden attracted some 40,000 customers in the first two weeks of opening. Several suppliers have already rented advertising times on the displays to present current advertising films directly at the point of sale and to prompt impulse buying. A screen at the entrance shows customer contacts. Other screens display products with prices and are updated with the current day's offers from the printed advertisements. In addition, the content emphasises the quality of the goods and the fact that they are sourced locally so that customers can see with their own eyes where the products come from. For example, at the meat counter, a film of a private regional abattoir was shown.

## Sony – The Market Leader

Sony has provided us with the best, most sophisticated system that not only includes network players and LCD screens but also flexible, user-friendly software for content management," explained Jens Gebauer, a member of the Manfred Gebauer GmbH Board. The system routinely runs very smoothly. It doesn't require a great effort to operate it. Operating costs for the digital signage solution are also very low. Jens Gebauer assumes that the digital signage solution will soon have paid for itself by renting digital advertising space. "In addition, a decisive factor for us was that Sony offered not only technical expertise but also customised, comprehensive support," he said. Ercan Vural, the Business Development Manager of Sony Professional Solutions Europe (D) added, "Sony is proud of the fact that it has been the chief partner in this flagship project for the German retailer."

The whole project was implemented by Sony Professional Solutions Europe (D), the main contractor, and Digicom Informationstechnologie GmbH, the implementing service provider.

# Discover Digital Signage

Digital Signage as a marketing and communication tool is what the world is turning to. Make sure you don't miss out on the many advantages it offers for the marketing of your brand.



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