



Transport



Leisure



Corporate



Retail



Hospitality



Government



Media owners

Case Study: Retail

Debenhams Rollout Remote Media Digital Signage

Activity Superstore providers of gift experiences have integrated Remote Media's Solid Media LCD Video Players into their POS for nationwide rollout throughout Debenhams.

Requirement

Activity Superstore approached Remote Media looking for a solution to incorporate Digital Signage into their freestanding POS units that are used to display gift experiences within 105 Debenhams stores.

The purpose is to attract the attention of passing traffic within the stores by playing a loop of video content with audio that provides a taste of the experiences on offer. Activity Superstore through research has identified the commercial benefits that Digital Signage adds to marketing and ultimately increasing sales.

Solution

Initially CRT based televisions were considered, but these were ruled out by Activity Superstore / Debenhams as a result of past experiences with tube life and operational issues. There was also the issue of what format the media was to be supplied; e.g. video (VHS), DVD, solid state etc... At this point Activity Superstore contacted local company Remote Media for a better solution.

Remote Media offered a chassis based 20.1" LCD Panel with integrated Compact Flash players as the ideal solution to meet the needs of both Debenhams and Activity Superstore. LCD technology offers greater quality, brightness and reliability compared to other products available today.

Due to the nature of Solid State Video Players, this solution removed any need from staff intervention. The LCD Video Players are linked into the lighting ring in each store so that when the store closes the units are switched off with the lights and turned on in the same way when the store opens. Content then resumes playback within seconds.

There are now 109 Remote Media LCD Video Players installed throughout 105 Debenhams stores nationwide.



Activity Superstores Business

Based in Essex, Activity Superstore arranges exciting activity days out for over 100,000 customers a year!

Remote Media

Provides Audio, Visual and Interactive Solutions to companies wishing to communicate in an innovative and dynamic way with their audience.

For further case studies including Thomson's 100 site revenue generating Digital Poster Network, Harrods HD Plasma Network and Blue Square's first Licensed Betting Office please visit our website www.remotemedi.co.uk or call **0845 458 3705**