



Case Study: Retail

Camelot Roll Out a 1470 Site Digital Signage Network

Utilising new award winning Digital Signage Hardware & Software designed by Remote Media to meet the advanced technological needs of the project.

Requirement

The decision to roll-out to 1,470 sites came from research based on the initial 400 screen trial where results showed a consistent 8-12% increase in Lottery Ticket and Scratchcard sales compared to control stores without the screens.

Solution

Remote Media developed a hardware and software solution specifically for this project that led to the following activities:

- Development of a low cost xScale Media Player integrated with a 10.4" Bright LCD Display as a single part construction that could utilise Camelot's existing ISDN infrastructure.
- Write a web based ASP content delivery system (signagelive)
- Refurbish the existing 400 screens (a commercial decision was made to replace the existing 400 screens at no additional cost to Camelot)
- Manage the installation
- Offer pro-active support monitoring

Remote Media started the development from scratch to create an all-in-one LCD display with integrated player. This utilised the latest Intel xScale technology driving a new bright wide viewing angle LCD designed specifically for P-O-P applications. Whilst the hardware was being developed Remote Media began developing signagelive with the aim of having a web based content delivery system written in .Net with the flexibility to manage a single screen network to large 30,000+ screen networks.

This project brought to life a new hardware/software solution to meet the needs of the customer. Remote Media's flexible and simple approach enabled the Digital Signage Network to function as the customer required therefore reaping huge benefits. The technology developed for this project is completely scalable for any other company to adopt whether a sole trader or an International Retailer making it accessible to anyone wanting a Digital Signage solution.



10.4" signagelive Displayer X mounted on top of a Scratchcard Dispenser in a Tesco Store.

Background of Camelot

As the licensed operator of the UK National Lottery, Camelot's prime business objective is to maximise returns to the Good Causes in the most efficient and socially responsible way.

While Camelot is committed to raising money for the Good Causes designated by Parliament through the sale of National Lottery games, it is not responsible for distributing or awarding these funds.

Camelot manages the National Lottery infrastructure, designs new games, develops the marketing support for lottery products, provides services for players and winners, and runs the network that sells tickets to players in partnership with 26,000 retailers UK-wide.

Remote Media

Provides Audio, Visual and Interactive Solutions to companies wishing to communicate in an innovative and dynamic way with their audience. For further information please visit our Website:

www.remotemedi.co.uk or call: **0845 458 3705**

