

3 uses digital signage to stream messages to customers throughout 300 stores nationwide

BACKGROUND

3G is a mobile operator focused on bringing the benefits of the internet to mobile communications. The three areas which form the core of its business are communications, entertainment and information services – including personal communications, voice and video calling, television, music audio and video, computer games, and media publishing and wireless web, access to the best of the internet and a range of news services.

SOLUTION

3G required a video and audio solution for displaying offers and promotions to customers throughout over 300 stores across the UK. This would also be used as a branding exercise. Hi-tech and innovative products were key to this digital signage roll-out. The relationships that we enjoy with AV/VC manufacturers allows us to stay abreast of the latest technological advancements in the marketplace, resulting in AVM being ideally placed to advise on strategic technological development and investment. AVM decided to use Sony screens displaying digital signage using Cabletime video distribution products and Bose audio equipment.

OUTCOME

By using digital signage, messages to customers can be updated as frequently as desired from a remote location. Each screen can display the same graphics or it can be customised per store or area where some promotions may be more suitable. There is instant potential to relay the brand throughout the stores, leading to higher customer retention rates.

"This is to say a huge thank you to the whole delivery team for a phenomenal effort in not only delivering 31 stores in August but 17 in a week, which now takes us 6 weeks ahead of budget and forecast."



BENEFITS

- Promotions and offers displayed to customers
- Remote updating of signage for ease
- Instant branding potential
- Standardisation/ customisation of each site



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