WebDT Digital Signage Automates Amway Brand Center in Malaysia

Amway is well known as the world's largest direct selling company and manufacturer for a wide range of premium consumer products. With ever changing product lines and upcoming expansion into the Asian market, Amway opened a brand center in Malaysia to educate new and existing consumers on the history and formation of Amway and its product lines. Beyond branding, the center is fully equipped with a technology base and expertise in servicing customers while they gain the knowledge of the products. With interactive questionnaires and product use instructions, visitors can explore the full potential of the benefits of Amway products in the brand center.

The Challenge

The Amway Brand Center required a simple approach to capture visitors' attention; an automated interactive technology to access all available information as visitors enter the center. Each product section has a screen with video segments that play automatically as visitors approach the product. A motion detection sensor notices movement when a person comes near a product area. A dome speaker installed in each area also uses the sensor to enable video playback and audio.

In this motion-sensitive environment, the project needed to eliminate interruption of video playback caused by movement. The video and sound segments must complete the playlist even if more movement is detected - so that when one person enters the section to watch the video, more people moving into the same area would not trigger another video playback.

To ensure different product and company information is available as customers walk around the store, the project needed a system capable of handling the heavy loading of high-quality media content, and the content must be quickly updated and broadcast in real-time to its designated screen.

The Solution

The Amway Brand Center has incorporated the WebDT Event Trigger Signage System into its automated interactive technology. The WebDT Event Trigger Signage System consists of the WebDT SA2000 and SA3200 signage players with interactive trigger-ports that can activate video playback on the screens, and the WebDT Content Manger software.

The WebDT SA2000 offers an energy-efficient yet powerful media player for high-quality video processing. The WebDT SA3200 provides further processing power for Full-HD video playback, interactive applications, and demanding file types.

The WebDT SA2000 and SA3200 signage players are paired with I/O trigger-ports connected to the motion detection sensors, enabling the automatic video playback as soon as a person moves into a section. The sound file also plays if the motion is detected and shuts off after 12 seconds if there is no further movement.

The WebDT signage players and sensor devices are fully integrated with the center's automation control system for streamlined management from a central location. The control system is capable of remote shut-down, power-on, triggered video playback and sound from the signage players to the LCDs, TVs and projectors.

WebDT SA2000 and SA3200

WebDT by DT Research

The WebDT Content Manager (WCM) is the web-based server software providing central management of the WebDT signage players and remote control of content design and distribution over a network. Using its intuitive interface, project administrators can easily manage, schedule, and update the media content for each player and monitor the entire signage system in real time through the network.

The WCM software provides an SDK tool that allows developers to easily integrate third-party applications with the WebDT signage system, lending to flexible installations for a wide range of needs. In the Amway project, the motion sensor technology has been integrated with the WebDT signage network to enable the automatic video playback triggered by movement.

The WCM's media control SDK enables project administrators to program the full video playback so that the motion detection is ignored until the playlist is complete. This allows visitors to watch the full video segment without interruption triggered by movement.

Results

30 WebDT Event Trigger signage players have been installed in the Amway Brand Center for welcome presentations in the lobby and for product and company information throughout the center, providing visitors an interactive, user-driven experience .

- **Enhanced Customer Engagement**
  The WebDT Event Trigger Signage System enables the center to provide information with an automatic and interactive approach. The center utilizes several methods for video playback: some segments are looped, others are motion-sensor invoked, and some product stations offer interactive content. This approach gives customers a fresh, engaging experience while exploring the center.
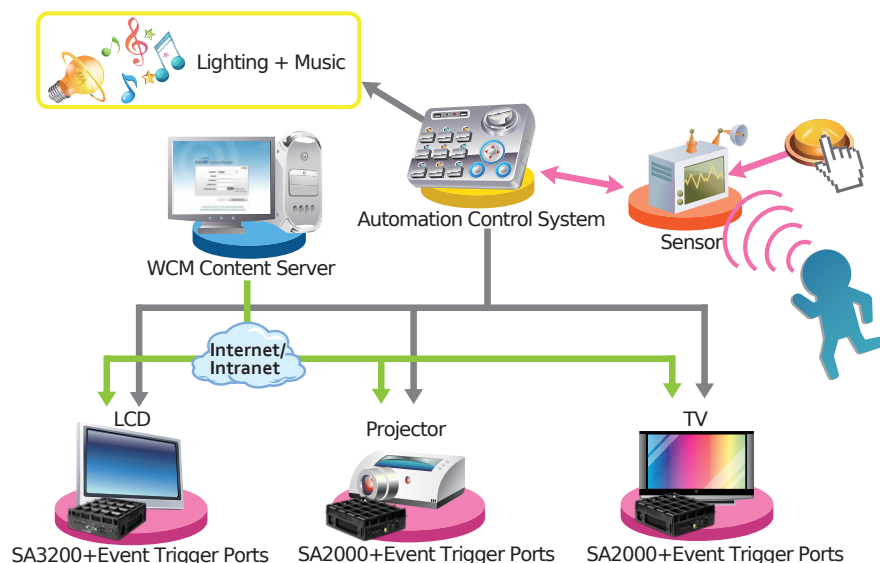
- **Complete Automated Central Control**
  The WebDT Content Manager software facilitates project administrators to remotely monitor the status of signage players and screens. Using the network, administrators can update media content, configuration, and applications at any time. They can also get a real-time preview on their PC with the WCM's central management capabilities. The WCM's SDK tool provides the flexibility to better manage the signage system and the full integration of the WebDT signage network with the center's automation control system.

- **Reinvented Amway Branding**
  The Brand Center equipped with the automated signage system delivering the high-quality media content represents Amway as the top brand for the premium consumer products and raises its corporate image among customers.

For more information about WebDT Signage Appliances, visit http://signage.dtri.com

System Architecture

Lighting + Music

WCM Content Server

Automation Control System

Sensor

Internet/Intranet

LCD
SA3200+Event Trigger Ports

Projector
SA2000+Event Trigger Ports

TV
SA2000+Event Trigger Ports

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