WebDT Event Trigger Digital Signage Picks Up Customer Engagement
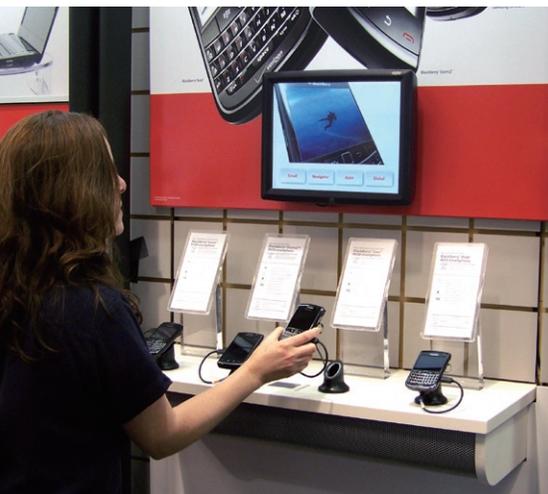
A major U.S. wireless carrier, with headquarters in N.J., has the largest number of retail customers in the industry. With 68.7 million customers, 70,000 employees, $43.9 billion in annual revenue, more than 175 switching centers, and over 2,400 company operated stores and kiosks, it is the most profitable wireless company in the U.S.

The Challenge

The wireless carrier's retail stores had existing product information systems that proved clumsy and unreliable, making maintenance and changes to product positions and audio/video messaging difficult. The wireless carrier's existing supplier was unable to deliver the necessary power couplers, which are necessary to activate the feature-rich phones on display. The triggering mechanism, essential in pushing the content information, was a bulky, full size desktop computer, typical keyboard, and hardwired mouse. To program the individual product positions on the display, the store staff had to unlock the display cabinet and use the desktop computer, which was cumbersome and time consuming. Often pieces were missing, like the keyboard and mouse, causing delays in vital set-up time for changing position and messages. A new system was needed, and it had to be tested and rolled out quickly .

WebDT SA1008

The Solution

The WebDT Event Trigger Digital Signage System was chosen for the wireless carrier's retail stores for efficient deployments and a remotely manageable digital signage network. The WebDT SA1008 Signage Appliance, featuring an 8-port trigger input, provides a compact media player that is easy to set up, and uses less energy than a PC. The SA1008 supports resolution up to 1920 x 1080 and offers a Windows XP Embedded operating system, for flexible compatibility with many screen models. The 1.5GHz x86 processor is capable of driving DVD-quality movie content or different flash applications. The 8 trigger input ports can be used with any external trigger input devices such as proximity sensors, on/off circuit switches, etc. For the stores, Vanguard Products Group provided a tethered post system in a metal housing to connect to the SA1008. Various phone models are attached to the posts, with each post plugged into a port on the SA1008. When a customer picks up the phone, the action of the line being pulled triggers the content on a 17" touchscreen mounted above the phones that gives specific information on that phone.

Another key component is the Enterprise class WebDT Content Management software, capable of managing the content and devices remotely through

a centrally located server. WebDT Content Manager's web-based server software provides central management of WebDT signage appliances as media players, and automates the design and distribution of a wide variety of multi-media file formats into playlists. With WebDT Content Manager, the message to be played is assembled, scheduled, and delivered for dynamic playback over a network of appliances using standard file formats and protocols. With WebDT Content Management Server, the content administrators can setup the default content playlist which is then displayed across all appliances in all store locations. Administrators can also use the web-based tools available to setup player schedules, send urgent broadcast messages, manage users and player groups, and set power on and off schedules.

Results

There are currently over 600 wireless carrier retail locations with the WebDT Signage System for interactive product information. Formatted content is pushed to the system via the company's intranet, and customers in the stores can access the exact information they need when and where they want it, without searching for staff or searching through printed brochures.

A customized graphical user interface allows the store managers to dynamically assign multimedia content to each post as well as all available on-screen touch buttons. This flexibility allows store managers to manage available inventory easily, and audio can be muted at the push of a button. The current system

plays a continuously looped message and then switches to a product when the position is lifted. There is a library of files for different phones that a store can choose from based on their inventory. The WebDT system also enables efficient reporting; a monthly report is sent automatically via email to the respective area managers. This flexible reporting system allows the marketing department to gather critical statistics, which can be used by the product planning group to plan future product and marketing rollouts.

The wireless carrier is able to efficiently update product information and send it out to all store locations from their main offices, providing timely, quality customer service with the same store staff.

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

System Architecture

DB/PS/CM on VMWare   PS on VMWare   PS on VMWare

Load Balance

Internet/VPN

Branch Store **1**   Branch Store **2**   Branch Store N
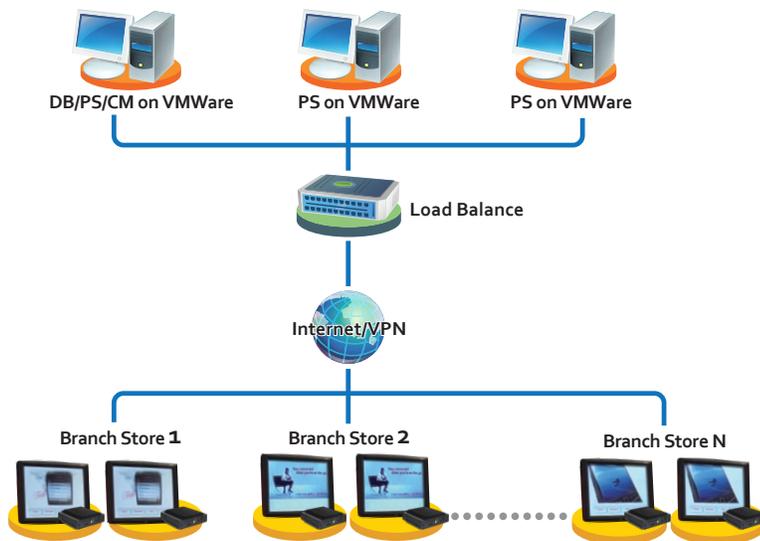
About DT Research

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DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on embedded computing platforms for secure, reliable, and cost-effective computing. WebDT products include digital signage solutions, wireless tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Content Manager and Device Manager software. For more information, visit http://www.dtresearch.com

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