

1 THE CUSTOMER

One of the biggest Hispanic chains in southern California wanted to install digital signage to uplift the look of ten large department stores in Los Angeles County. The department stores had been using DVD and computers connected to screens, but found this solution limited the number of screens and capability to manage and distribute content from a centralized location.



2 THE CHALLENGE

In every store there was to be between 20 to 40 screens and every screen group had to be synchronized with video and sound. The department store had huge floor spans and the system had to be able to narrowcast over long distances. The department stores representative approached UCView for a solution. UCView suggested deploying digital signage distribution systems that would significantly help lower costs by drastically reducing the number of players and player software needed. UCView used their centralized digital signage players with VGA over Cat5 extenders because it was capable of narrowcasting to dozens of screens up to 500m away.

3 THE UCVIEW DIGITAL SIGNAGE SOLUTION

UCView deploy players in all 10 department stores, which connected to more than 300 displays. They installed their RackMedia digital signage player and extended the signal with VGA extender over shielded CAT5 cable. UCView design and deploy the solution while ensuring high quality video and audio. It also allowed controlling the screens remotely via RS-232 simplifying both operations and management. The UCView digital signage software technology used the more cost efficient solution and one source for software and hardware solution. The UCView software solution even allowed synchronizing between players within the department store to seamlessly blend audio and video echo.



4 THE BENEFITS

Before, every screen had to be connected to a local player mount behind the screen. Now UCView digital signage software manages the entire operation of all the displays. The display can be monitored and managed from a centralize location and control both by store managers and Head quarter VP. The solution has a big impact on the department stores' announcements and promos as these are now dynamically displayed in real time. It also provided customers with better access to information, and enhanced their overall shopping experience.