

## Comox Valley Economic Development Society Uses Digital Signage to Attract the Attention of Tourists



**Summary:** The visitor center at Comox Valley Economic Development Society uses digital signage to communicate to tourists in the area. Using monitors that are activated by a sensor, tourists can immerse themselves in multiple activities that are available in the Vancouver Island hub.

**Challenge:** The Comox Valley Economic Development Society constructed a tourism center in the hopes of encouraging more visitors in the valley. The center wanted to provide tourists with the many options that were made available in the Vancouver Island hub. There was also a need to arrange a more modern and innovative method in which to attract the attention of visitors.

### Client Profile:

Comox Valley provides a scenic view, with a pleasant and relaxing atmosphere. From beautiful hiking trails in the mountains to the warm and sunny beaches, there are plenty of options which can be achieved in the center of Vancouver Island. Comox Valley is in an ideal location, providing stunning scenery which is plentiful with resources and economic opportunities.

**Solution:** Originally, the establishment wanted to install players which were inserted with a USB device, to play ads. However, President of AV Commercial, Brad Emde, decided to approach the Economic Development Society with a more effective solution. He suggested running digital signage with web interface. This allows for a more practical means of communication, as visitors can gain up-to-the minute information and be immersed in high-quality graphics. Training network operators to properly use the system was simple, and it was quick to set-up the displays and have it up and running.

The monitors are placed inside of an air conditioned room with players and servers mounted remotely throughout the establishment. The arrangement is simple for network operators, as the system is constructed so that one touch of a button can automatically turn off the monitors and motion sensors. Once tourists walk by a monitor, a sensor is activated to play content. “We selected UCView digital signage because they can work on the custom side, providing motion sensors, and IP control to trigger different content to appear on screen,” said Brad Emde, President of AV Commercial. This provides the tourism center with a more innovative form of communication as the visitors can explore many options available. Tourists entering the building can immediately view fun activities for friends and families to enjoy. Once the ads finish playing, the content automatically resets to the beginning to be played again. The system consists of rack mounts, which remains hidden and allows for more space within the establishment. The monitor also displays content in multiple languages for people visiting from various locations throughout the globe. Digital signage has been very successful for the establishment, as the displays can be updated and modified to accommodate the interests of their visitors.

**Impact:** Using digital signage as a way to target tourists, visitors are instantly alerted of local wineries, alpine and ski exhibits, and mountain biking events that take place within the valley. The monitors also run a campaign with local advertisements and upcoming events. The content is ideal for people visiting the area, providing them with multiple opportunities for a fantastic vacation. “Tourists visiting the valley and viewing these ads will immediately be immersed in different activities they could be involved in,” said Brad Emde, President of AV Commercial. The content provided is welcoming and helpful for incoming visitors in the area. This is a great area for Alpine enthusiasts or for people who just enjoy the outdoors. With endless opportunities, visitors can go hiking, fishing, camping, golfing, and more. Digital signage does more than just play content for tourists; they engross individuals in the many possibilities which can be achieved while staying in Comox Valley.

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**About AV Commercial:** AV Commercial Systems has been working within the audio visual industry for over a decade, providing premium services throughout Comox Valley and the Vancouver Island. AV Commercial Systems specializes in high quality equipment sales, custom design, and installation for both commercial and corporate industries.

**About UCView Media:** UCView is a worldwide provider of digital signage solutions, supplying top-quality digital signage products and content management software that is reliable, easy to use, and affordable to operate.

The objective of UCView is to allow for convergence between display owners, advertisers, and consumers. UCView is responsible for the installation and support of thousands of systems across a spectrum of business industries including retail, supermarkets, government, education, hospitality, and financial. UCView is a private company; its international headquarters and main manufacturing facility is located in Northridge, California.



18425 Napa St  
Northridge, CA 91325  
**Tel:** 1-818-772-8255  
**Toll Free:** 1-877-828-4399  
**Fax:** 1-818-772-7901  
**Email:** [sales@ucview.com](mailto:sales@ucview.com)  
[leah@ucview.com](mailto:leah@ucview.com)