

LG Introduces New Mobile Phones through Interactive Digital Signage for Instant Customer Feedback

The objective for consumer electronics giant LG was clear when considering the most effective way of introducing their new mobile phone models in the Middle East.

“The ultimate goal for LG is to successfully introduce a range of new mobile phones to the market and communicate instantly the features of each phone to potential customers.”

H.S Paik, President, LG Gulf FZE

In addition LG wanted to collect instant audience data at the point of purchase (POP).

Interactive Power Poles

To reach these goals, LG decided on a comprehensive, interactive digital signage approach. They clearly set a new interactive standard in POP customer communication in cooperation with Specialized Software Services (SSS), a Scala Certified Partner.

A total of 28 interactive power poles were installed at high-traffic spots within large malls in different countries in the Middle East: 11 in the United Arab Emirates (Dubai and Abu Dhabi), nine in Saudi Arabia and eight in Egypt. The poles have a unique design and state-of-the-art interactive features to meet LG's information challenge.

Interactive

The new phone models are attached to the poles with retractable cords. When a viewer takes one of the phones from the unit a photo cell is activated. This triggers a script that runs on Scala 5.

The software plays digital content on a 32-inch touchscreen related to the phone that was taken from the unit by the consumer. Through the touchscreen, the target customer can browse through and compare the features of the phones.

This interactive feature of the poles is a great asset for LG because it enables a customer to compare the phones without having to speak to a sales person. They also can zoom in on features that are the most important for them.



“By using Scala 5 software this network combines information from the camera, that is integrated in the installation, with the information derived from the touchscreens in a unique way. This provides LG with in depth “live” marketing data. In addition potential buyers of LG’s phones can instantly browse through and zoom in on features and specifics of the newest phones. This shortens the sales cycle and offers buyers the chance to make up their mind objectively.”

Oscar Elizaga, Vice President of Scala, EMEA

High-Value Target Audience Data

Through the Scala 5 software, this system registers generic information, including:

- The number of people that visited a specific POP;
- The amount of time they spent at the poles;
- Their gender; and
- The location of the interactive unit.

By combining the initial data with the data coming from the touchscreens, a database is created and LG can conclude the following priceless market data: most popular phones, the time spent examining each phone and feature, and which features were most looked into per gender group. The system also logs the number of visitors per time slot per day for each POP location.

This combined data enables LG to understand the phone preferences of their audience in detail. The data reports function as operational tools to optimize the company’s marketing strategy.

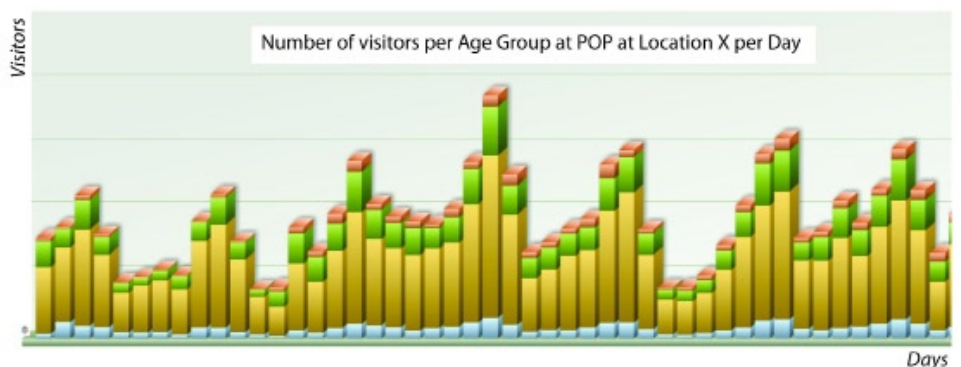
With this system, LG can adjust their marketing messaging and emphasize features that are most appealing to their target audience. They can adapt the look and feel of their advertising to the gender that prefers particular phone models, or they can emphasize features that are especially valuable to men, when targeting this potential customer group.

After a runtime of nine months the project will be evaluated and if the outcome is positive the project can be extended.



“By reaching potential customers directly, we are able to receive accurate and up- to-date feedback on the new mobile phones. These include the LG Arena, Chocolate BL40, GM900 Chrystal and GM730 Windows Mobile.”

H.S Paik, President, LG Gulf FZE



About LG Electronics Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 82,000 people working in over 115 operations around the world. With 2009 global sales of 55.5 trillion Korean Won (43.4 billion US Dollars), LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner of Formula 1™ and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lg.com.



About LG Electronics Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lg.com.



About SSS

Specialized Software Services is the leading UAE supplier of Professional Digital Signage networks in the GCC, with more than 55 digital signage projects under its sleeve.

With a strong background in the IT business since 1980 and signage business since 1993 and having IT business in (Kuwait, Bahrain, Qatar and Egypt) and realizing the massive potential of Dynamic Signage, SSS was established. With relentless pursuit for World Class partners, SSS thrives to assure the best performance and practices to its clients and projects in the field of Digital Signage networks and Digital Retailing. More information is available at www.sss.ae.



About Scala

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 60 countries. More information is available at www.scala.com.