

New DDS-solution in northern Sweden's largest shopping mall - a plain success

Northern Sweden's largest shopping mall turned to Impact Europe in order to improve their display solution on the frontage of the building. The previous solution of 2x3 50" plasma screens above the entrance did not deliver a message display of satisfactory quality for outdoor purposes and the system was considered too simple and not reliable enough.

Impact Europe proposed a LED-display to improve of the quality and reliability of the outdoor solution above the entrance of the shopping mall. Furthermore, Impact Europe suggested that the plasma screens from the former outdoor solution would come to perfect use as indoor digital displays inside the shopping mall.

Impact Europe AB has delivered a new DDS-solution to northern Sweden's largest shopping mall, "Smedjan" in Luleå. The system solution is based on Scala InfoChannel and messages are displayed on a total of 8 plasma screens inside the shopping mall as well as on a 8 square meters LED-screen placed on the frontage of the building.

In addition, there is a screen placed in the conference facilities, within the shopping mall, intended for customer shows and demonstrations. The town's local authorities and clubs are also welcome to use the facilities in order to make announcements etc. The displayed material is produced on site and the 5 media players are updated over internet. The success is immense and the available advertisement space is fully booked for several months to come.

The Impact Europe & Dialect digital signage project

Dialect is Sweden's largest chain of retail stores for mobile phones and telecommunications. Dialect has a nation wide coverage through approximately 120 stores. Dialect visited Impact Europe's exhibition stand during the Comdex fair in January 2002 and Impact Europe's specific digital signage solutions aroused Dialect's interest. Impact Europe performed an analysis of Dialect's specific wants and needs, resulting in a concept presented to the Dialect Board members in the autumn of 2002. Impact Europe presented the solution to several of the Dialect store owners at the Comdex fair in January 2003 and the concept was enjoyed and accepted by everyone present. Impact Europe kept open house at its offices in Stockholm, Gothenburg and Malmö in order to present the solution for as many store owners and other Dialect personnel as possible. Everyone of the visitors from Dialect wanted a digital signage solution in their own store!

Project start-up

To start with, 50 of the Dialect stores would be included in the project. Impact Europe presented a roll-out plan covering the 50 installations over a period of three months. A 43" plasma screen and a media player were installed in every one of the 50 stores. Each media player is connected to Impact Europe's Netmanager Enterprise.

The solution

Impact Europe performed an analysis of Dialect's specific pre-requisites and expectations. The delivery plan comprised aspects such as logistics, time plan and resource availability and distribution, assuring a convenient, on-time delivery to every one of the 50 sites. Configuration of media players and Netmanager is carried out by Impact Europe. Configuration of web interface, which provides for each store to make local updates of the messages displayed. Production of content of Dialect's digital signage. Installation of plasma screens and media players in each store is performed by Impact Europe.

Service and operation

The delivery includes a 36 months guarantee and service agreement. Impact watch over each media player and plasma screen, making sure they are up-and-running. The surveillance is performed through a web interface produced by Impact Europe. Impact Europe produces the graphic material on Dialect's account and the displayed messages are updated on weekly basis.

Summary

Dialect is a very satisfied Impact Europe customer. In 2004 another 10-20 Dialect stores will join the digital signage solution.

The fact that Impact Europe controls the overall solution has shown to be a factor of success. Impact Europe has planned, designed, delivered and installed. Impact Europe is in charge of surveillance and service. Impact Europe produces and updates the content. The overall solution has shown to be a great concept recommended to all Impact Europe DDS customers. DDS gives impact to your message.