

Digital Signage Solutions Deliver Content Directly to the Point-of-Sale

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Digital signage (DS) is a rapidly evolving marketing communication instrument, making use of electronic content delivery and display technology to reach the customers exactly at the place where purchase decisions are made – at the point-of-sale (POS).

Advantages of Digital Signage

The success of DS is based on displaying dynamic content, which allows the mixing of ads with up-to-date information and local content. This is not only more eye-catching for the audience than static ads but it is also an important factor in stimulating sales and strengthening the relationship with the customers. DS systems are normally offered by service providers who create electronic display networks that are financed through the sale of advertisement space.

Typical cases for display networks are multi-faceted. As an example, a DS system can be provided to medical practitioners to entertain patients during waiting periods. The content may consist of generic health related information and pharmaceutical advertisements. In addition the viewer may be informed about local offerings and therapies. But also local elements, like the daily weather forecast or news may be used to entertain the audience.

Challenges for Service Providers

The efficiency of ads is measured by the number of attracted viewers and buyers respectively. The DS content creation and presentation techniques have therefore to ensure that:

- The DS content is customisable per single POS to follow the specific needs of regional and customer groups
- The content varies and is up-to-date
- The playout is highly reliable – no operational incident can affect the viewers' experience.

Apart from the content, another important success factor for DS systems is efficient management, which consists of three main aspects:

- Central content administration and playout planning: required to minimise the local workload at the POS
- Local POS activity monitoring and accounting of the played-out content: for statistical analysis and billing purposes
- Centrally planned and conducted maintenance: to administrate the local POS

systems and to efficiently perform functional software updates.

Tellitec offers central software solutions for the management and distribution of DS content as well as local software components for reception, storage, scheduling, visualisation and activity monitoring.

Central Management

Tellitec's DS solution can be centrally controlled to an extent that allows a ser-

applies equally well on DSL, cable, satellite or wireless networks and even on mixed media networks.

Sophisticated Playout Control

Tellitec's local DS software components can be embedded in a variety of set-top boxes and run on standard PCs. Different content types are supported, like audio, video, text, tickers, still pictures, slide shows and overlay objects. The playout engine is flexible and allows for example:

- The display of multiple content items simultaneously on different areas of the display devices
- The playout of content in sequential, random, or programmed order, once or in time-controlled loops, etc.
- Smooth transitions between content with imperceptible skipping of missing content.

Complete, Proven Solution

Tellitec's software solutions are used by leading telecommunication service providers as a trusted foundation for critical corporate as well as mass-market end-consumer services. A complete DS solution, which takes advantage of Tellitec's software platform, is offered by Tellitec's business partner *Arqiva*.

Customers can purchase a ready-to-use DS solution with the central management and control of delivery and even network installation. The Arqiva DS system is already used in many customer projects. Via an uplink to the satellite, provided by Arqiva, the content will be sent via multicast directly to the POS. In one deployment, music videos and product information are played out at retail outlets. The combination of the sophisticated playout control, easy handling and the economical data distribution provides maximum benefit for the customers. This is because of the high entertainment value for the retail outlets that causes higher sales.

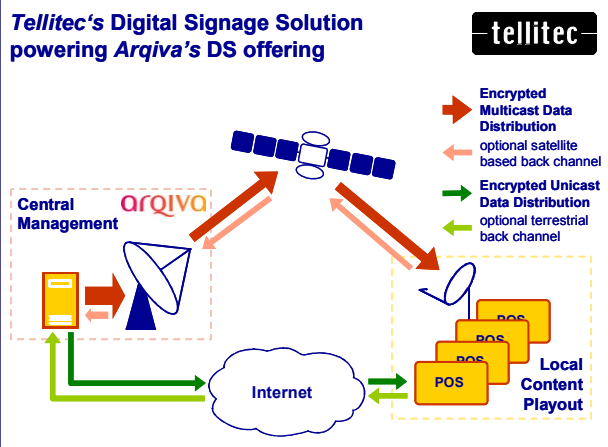
Scalability and automation of networks is also vital for the provision of quality services, Tellitec's applications allow Arqiva's service offerings to easily expand as its customers requirements grow, which is very important in the deployment of cost effective networks.

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vice-free operation at the POS. It includes site, content and playlist management, deletion of outdated content from the POS, and the update of operating system and application software. In addition, information about previous and current local playout activities are collected for statistical and billing purposes.

As a result, a Tellitec software-based DS solution does not require any intervention at POS level and is therefore highly cost-effective.

Economical Data Distribution

As well as central management, the distribution of the data is another challenge for Digital Signage systems. Rich media Content normally consists of large files which need to be distributed almost simultaneously to a high number of POS display units. Bandwidth demand is the limiting factor for both timely and cost-effective content delivery.

Tellitec's DS solution allows the distribution of content in a bandwidth-efficient manner over any type of reliable or unreliable network, enhanced by the application of a range of advanced error-correction and compression techniques. To guarantee confidentiality, data is encrypted on-the-fly. The solution can handle large files (e.g. for digital cinema) as well as the transmission of millions of micro-size files (e.g. for weather forecast services). This