



MELECTRONICS

MELTV – IN-STORE TV WITH THEIR OWN TV CHANNEL

melectronics, the leading electronics store of the Migros Cooperative Alliance, are using their own TV channel, „melTV“, for their in-store communication.

This means that melectronics can present their advertising where the customers will see it and influence them directly. Thanks to melTV, the electronics dealers will avoid uncontrollable advertising from competing providers and products on its display devices and enable a target group-orientated approach – the right advertising in the right place at the right time. The melTV project was brought into existence back in 2009. Three years later, the in-store solution and infrastructure was optimised and modernised and the new era of melTV began.

The project was rolled out in October 2012 after the concept of the new version of melTV was created in cooperation with melectronics and screenFOOD AG. screenFOOD AG worked together with its partners Bison ITS and Littlebit Technology AG in order to implement it. Bison ITS, as IT service specialists,

were responsible for the integration and assurance of error-free operation. Since the rollout was completed, Bison ITS have continued to provide support and coordinate the opening of melTV in the branches with conversions and expansions. The solution-orientated computer producers and hardware distributors Littlebit Technology AG have developed a media player tailored to the application that fulfils the requirements set in terms of continuous operation, heat emission and graphics performance.

The melectronics in-store TV concept permits the presentation of internal and external advertising in more than 105 branches across Switzerland in all three national languages. melTV promotes sales and customer-orientated advertising, of products and services and enables melectronics to address customers in a modern and dynamic way.

The contents are administered via the screenFOOD® CS Content Management System and prepared for broadcasting on the screens of the devices on offer. The axxiv CUMPACT DQ6710 player from Littlebit Technology AG puts the

defined content onto the screens. The additional screenFOOD® module, PRO-FILING, enables location-related content transmission, which means that correct and appropriate content is filtered out via the SAP interface according to region and branch and displayed on the TVs. This ensures that only those products that are actually available in the branches are advertised. The screenFOOD® ANIMATION FACTORY enables the employees of melectronics and the external content agency to be prepared and adapted easily and quickly.

One focal point of the implementation was ensuring that the rollout ran smoothly within two months, up to the end of November 2012, which was successfully mastered thanks to the detailed project planning carried out in conjunction with Bison ITS.