Because every screen is advertising space! TV walls, promotion areas and public displays are used for both external and internal messages.

More than 3,000 screens are controlled using screenFOOD® .

MELECTRONICS
IN-STORE MEDIA CONCEPT WITH SCREENFOOD®

meltv – an individual address system to achieve better sales figures – has been available in all larger melectronics branches across Switzerland since September 2009.

screenFOOD® has provided the appropriate software to generate an ideal digital signage solution for retail stores.

screenFOOD® has been able to use its software in the new in-store media concept from melectronics so that the TV walls, promotion areas and public display of the branches and specialist retailers can be used for both internal and external advertising in the future.

More than 100 locations all across Switzerland have been equipped with PC player systems and the screenFOOD® software. melectronics customers will now be addressed individually with sales promotion and given information with selected videos in HD quality on the TV walls. All in all, more than 3000 screens are being controlled by screenFOOD® here.

In this project, the software is based on the Client Server version. That means that all the PCs that are installed can be edited via internet access. This guarantees that centrally input contents run on the screens in every store. Administration from one central point but still individual, because only those products are advertised that are in stock at the given location.

The project could only be implemented because of the successful cooperation of the partners involved. In addition to the project management of melectronics, SONY Overseas SA (general contractors), Ultra (content production and management), Inhalt und Form (content creation), Bild und Ton (installation and services) and Alpiq In Tec AG (electrical installation) were involved.