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Location-specific communication of the products that are actually in stock at a given location.

METEOR IRELAND WIRELESS PROVIDERS WITH NEW DIGITAL DISPLAY SYSTEM

Telecommunications giants Meteor are upgrading the digital display systems they use in their shops.

The aim is to increase customer frequency and have a positive effect on sales. screenFOOD AG were able to assert themselves against regional digital signage providers and executed the project from start to finish in cooperation with a local partner.

Meteor are using screenFOOD® for the first time in their 37 telecommunications shops in Ireland. Each shop is equipped with an AOpen Player PC and two portrait-format 47" Sony screens that can be seen in the windows of each shop. A holder has also been set up, to coordinate with the shop design.

The software is based on the screenFOOD® Client Server Solution and is being used by Meteor on a "Software as a Service" basis (hire solution). The contents – which they have created themselves – are controlled by a central server via the web browser and

automatically distributed to the various shops all over the country via the internet. Meteor use the digital display areas for their own advertising and targeted product promotions aimed at increasing customer frequency and therefore sales. Meteor chose this medium of communication in order to be able to present their campaigns at the right time to their target groups, individually and automated. For instance, Meteor only advertise the products on their screens that they actually have available in the shop in question – this means that the company can communicate in a location-specific manner. The big difference from traditional advertising channels is the speed at which this medium can be operated. With this medium, it is possible to react quickly to constantly changing market and environmental conditions. This means it is easy to avoid problems such as time and logistics.

The Meteor project started with a pilot shop that was still in use and which had, in addition to the equipment mentioned above, additional display systems. Individual mobiles are coupled

with a monitor in direct proximity. When the mobile is taken from the shelf, the product information is displayed on the monitor it is connected to. Customers can use the integrated touch screen can find out further details about the product they have chosen and in this way choose the price range of the mobile they want interactively and make comparisons if they wish.

This promising solution from the pilot shop was made rollout capable in cooperation with screenFOOD and optimised in a further test shop. After that, Meteor made a bid for all 37 telecommunications shops, which we won with our local partners, Detectag Securities Limited. The preparation time for this project was 2 weeks, in order to get the rollout started on time (3 weeks). The short and intensive time required to implement this project had required a flexible screenFOOD team and an outstanding partner that could be relied on for this promising project.