



# Digital Signage

Market, Trends & Case Studies



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# Digital Signage Markets

Digital Signage is all around us from the office workplace to cinemas, hotels, restaurants, airports, gas stations, health clubs, retail stores, schools, hospitals, in public transportation areas and more. Many industries that used to rely on paper posters and signs are now going digital.



It has been proven that interactive digital advertising increases the customers' attention and is more sales effective as opposed to static advertisements. Another big advantage for businesses is the ability to change and manage the content on-demand from one central location saving time and thus costs.

The digital signage market sees a noticeable increase over the coming years. According to analyst reports digital out-of-home (DOOH) media is one of the world's fastest growing media. "DOOH advertising revenues in Western Europe will quadruple over the coming five years. A growth of 16.7% of worldwide spending on DOOH advertising is predicted for 2011."

(source: [www.researchmarkets.com](http://www.researchmarkets.com))



AOpen being the leading manufacturer, of ultra small form factor digital signage media player solutions world-wide, keeps expanding its products and services for digital signage and other vertical application markets.

The AOpen business structure allows value added distributors, resellers and system integrators to profit from efficient co-operation in the market. Due to the close relationship with alliance vendors, AOpen can help you reach the ideal custom-made total digital signage solution.



## Company Profile

Established	Dec 21, 1996
# of Employees	558 (Global)
Branches	Europe, China, Japan, Taiwan, USA
Core Product	Digital Engine®
TW Stock Traded	Aug 26, 2002

## AOpen Culture

The "Open" of AOpen reveals a spirit that derives directly from the union of customers and products. The realization of this has been the drive towards "Open" architecture products, "Open" minded innovation, and "Open" business partnerships with both customers, distributors, resellers, system integrators and alliance partners.



# Case Study

## Digital Menu Boards at cafés in Movie Theatres

*“Now we have the ability to change display information in a timely and cost effective manner with remote centralized management control.”*

*Andy Alikberov, IT Director at Formula Kino*

The latest digital IT technology continues its expansion into familiar areas of our lives. Formula Kino is a large cinema network consisting of 14 modern and comfortable movie theatres all over Moscow. The company Adissy installed 13 digital menu boards in three Formula Kino movie theatre cafés replacing static menu boards with dynamic digital menu displays with more cinemas to follow soon.

### Digital Menu Boards

A menu is traditionally a central element of a fast food restaurant. Today, dynamic digitally enhanced menu boards with attractive images of dishes and prices are being placed at the service counter. This is the point where a customer makes a purchase decision within seconds, the attractiveness of the message on the menu boards plays an important role in this decision making process and can influence the sale.



Digital interactive technology is entering the hospitality industry in a rapid pace, replacing traditional static menu boards. The digital era brings numerous opportunities and possibilities to support sales and product marketing. Animated images attract attention and provide the option to demonstrate multiple products. In addition, restaurants have gained the ability to demonstrate not only static but also video content, for instance, video clips about new products and special promotions. Some restaurants even use touch functionality as a way to interact with customers or even have them order via their own menu screen.



## Advantages

The biggest business advantage for multi-store companies is the ability of remote centralized content management, promoting uniform messaging and the ability of changing the message on-demand with one simple click. Using the traditional way of static menu boards, one would need to print the new images and distribute them to all the different locations. With the latest digital technologies companies can save costs and time in a matter of ways and make better use of advertising and promotional activities.

Interactive boards are also finding their way to the shops, making use of social networks and personal preferences. The future holds personal advertising with the ability to record buying behavior: providing the customer with the best personal offer.

According to Andey Alikberov, IT Director Formula Kino "The integration of dynamic menu boards is related to, first, technological effectiveness: now, we have the ability to change display information in a time and cost effective manner, controlling the system from one central remote location. Besides its modern and fashionable design: it also accentuates visitors' attention on the fact that our movie theatres use cutting-edge technology,"

## The Solution

At the moment Adissy started with three movie theatres including 13 digital menu boards with AOpen Digital Engine DE7000. "In the near future: in all movie theatres of Formula Kino, starting with the largest ones, existing static displays will be replaced by dynamic displays. Along with that, we plan gradual integration of technologies for interaction with our visitors," added Mr. Andey Alikberov.

# Case Study

## Interactive Navigation and Signage in Retail

*"We have chosen AOpen players because we had the highest demand from our client in terms of robustness and reliability. With the superior experience we had from other projects in the past, it was an easy decision."*

*Klaus Trox, CEO friendlyway*

Sporthaus Schuster is a sport shop in Germany with its headquarters in Munich. It is famous for its competence and authentic look and feel. Today shopping at the renovated company's headquarters with 500 square meters of shopping ground turns into an actual sporting event. With a steep footpath, 25 meters in total height, and its unique architecture: the sports store is built up like a genuine mountain – the valley below, the peak above.



With the renovations Sporthaus Schuster decided to integrate Digital Signage into its retail concept. Digital Signage in retail is becoming a real trend nowadays, because retailers understand the benefits of interactive signage as opposed to static signage. Digital Signage can attract a customer's attention and have a direct influence on the buying behavior and in-store experience. Content on the screens can be easily changed and maintained from one central point, keeping the promotions up to date without spending any money on printing. It all comes down to one thing and that is to increase sales. A store can be very successful with the correct Digital Signage investment.



## The Challenge

Finding your way in a large store like Schuster becomes a real challenge when it is not displayed correctly. Customers trying to find something will ask store employees for directions. Often the customer has to walk around the building trying to understand the paper signage and will gradually lose interest in the product or service he needs. As a result, he may walk out without making a purchase. In order to service its customers better and increase sales, the Sporthaus Schuster decided to provide the customer with interactive information points allowing them to quickly search through the long list of products, brands, and services, and find their way around the store.

Friendlyway introduced two interactive friendlyway impress touch terminals with vertical 52 inch displays for interactive store navigation. A customer can start the search by clicking on any button on the screen. For example, by clicking the Brands button, he or she will see the list of all available brands displayed in alphabetical order. Now the customer can select the brand, and the application will display the list of products of that brand including directions. The system also enables the customer to enter keywords in the Search section by using a virtual keyboard. The application allows the customer to switch between English and German. When the touch screen is not in use, the application automatically returns to the homepage. Additionally twenty-one 42 inch Philips displays were installed powered by AOpen Digital Engine DE45-PRO and friendlyway software. The displays show route descriptions, promotions as well as advertising loops. All systems are managed from one central point, therefore easy to maintain and control, saving precious time.

## The Result

The kiosks have proven to be very helpful for its customers, because the application is intuitive and simple to use. Customers don't seem to have any difficulties in getting the necessary directions and truly enjoy using the touch-screen technology. Employees at Schuster also notice that customers don't ask for directions that much. Customers spend less time looking for products or services and are better informed. Customer satisfaction is growing and reinforcing the positive image of Schuster as innovative, forward looking, and customer needs driven.

# Case Study

## Kiosk Ordering System in Restaurant

*"In order to guarantee more time to enjoy a good meal, it is crucial to have an ordering system that is intuitive and fast."*

*Gerhard Schöps, Managing Director at Holyfields*

The idea behind Holyfields is simple: "We serve Time to our guests...Time to Enjoy. It does not matter if you have time to 'enjoy' for 30 minutes or for three hours." Holyfields' first restaurant opened on November 1, 2010 in Frankfurt, Germany. The ordering system is the heart of the restaurant, making sure people really have time to eat and enjoy their quality time. Our innovative, fast ordering system changes the typical waiting time at a restaurant into time to spend on relaxing, to speak to people, to enjoy wonderful food and drinks and to experience the extraordinary atmosphere in the restaurant.



In today's busy world where time is scarce, Holyfields restaurant interactive ordering concept is designed to eliminate the time wasted on waiting for someone to get you seated, take your order and serve your meal. With the goal of creating a digital ordering system to speed up the ordering process, Holyfields partnered with Newroom Media and the Ippolito Fleitz Group to develop user-friendly self-service kiosks. To order a meal, a guest simply selects his or her preferred food and drink on one of the kiosks and then proceeds to a cashier. They receive a pager that will alert them when food is ready for pick up.

To complete the customer's satisfaction, the restaurant's management can constantly update the information on the kiosks. They can make products available to choose on the screens or mark them as sold out in the database, which will automatically make these menus disappear from the displays. Another asset is that the offerings on the menu boards change without human intervention based on time. Breakfast menus will be displayed only in the morning, and the system will automatically switch to lunch and dinner mode. The technology used for this system reduces all administrative tasks of a standard ordering system to a minimum, guaranteeing more quality time for the customer.



## The Solution

The kiosks feature an intuitive design interface, high level of scalability, modern design, and a constant and stable system capable of operating for 17 hours a day. Each kiosk is equipped with an AOpen Digital Engine DE7000.

"At Holyfields, our ordering system is reliant on the new terminals. Failure or downtime would result in customer dissatisfaction and a loss of money," said Gerhard Schöps, Managing Director of Holyfields. "Therefore, the operation of these terminals is crucial. We are very satisfied with the speed and reliability of the interactive ordering system, as are our guests."

## Future Plans

Holyfields has already planned future developments of the system. The restaurant wants to extend the system to enable customers to pay directly at the terminal and to integrate terminal payment methods for paying instantly and automatically via credit card and cell phone. Plus they want to create 'click path tracking' to get visibility on the way that guests choose their meals, and they want to strengthen customer loyalty and service by integrating CRM modules. By 2013, Holyfields plans to integrate the innovative new kiosks and digital signage into restaurants in Berlin, Stuttgart, Hamburg, Leipzig, München and Düsseldorf.

# Implementations in Different Industries



Fitness studio



Hotel lounge



Museum



Airport



Telecom



Library



Restaurant



Transportation



Exhibitions



Healthcare



Shopping centre



Touch Kiosk



Retail



Education



Theatre