



Case Study

Wireless video solution and display signage influence supermarket shopper decisions

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Sean Lee
President and CEO
Intertise



The AutoView Wireless solution includes a wireless transmitter and up to eight receivers, power supplies and audio cables. The firmware features a user-friendly on screen display for making adjustments and tuning the video settings.

Attention-grabbing video goes wireless

Shoppers at National Supermarket #2 in Hialeah, Fla., no longer rely on tabloid journalism to distract them while waiting at the checkout line. Instead, they are entertained with advertising spots for money-saving in-store promotions. They also learn about services or products from other non-competing local businesses.

The attention-grabbing information is courtesy of newly-installed LCD (liquid crystal display) screens at each cash register. The high resolution screens display full motion streaming video courtesy of a dynamic digital signage solution from Intertise, Inc.

Dynamic digital signage is gaining momentum in the retail environment as merchants look for ways to maximize in-store real estate and increase profit margins while keeping customers content. Using a wireless solution from Avocent, a leader in connectivity solutions, Intertise was able to offer a revenue-generating proposition and take advantage of wireless technology. The solution eliminated the need for unsightly cable runs and prevented damage to store walls during installation. By choosing a wireless solution, Intertise slashed installation time and reduced costs while delivering an aesthetically appealing, high tech solution for the retail environment.

Headquartered in Fort Lauderdale, Intertise designs, deploys and manages dynamic digital signage systems, and sells advertising space on its proprietary networks. Their unique business model requires no upfront investment from customers, such as National Supermarket #2, and even helps the retailer generate revenue based on advertising sold.

Selling point for added revenue

According to the Point of Purchase Advertising Institute, nearly 70 percent of shoppers make their purchasing decisions while in the store. The Institute further states that the addition of graphics, animation and video can increase point-of-sale purchases by 107 percent. These facts make a compelling story for the use of streaming multimedia solutions in retail environments.

“Dynamic digital signage offers a targeted approach to advertising and helps the store owner generate additional revenue from a commission for ads of other businesses that run on the screen,” said Intertise President and CEO Sean Lee. “Being able to offer a wireless solution is a strong selling point that helps us not only leverage the ‘wow’ factor of a high tech solution but deliver a money-generating opportunity with a very small amount of disruption to the business.”

Disruption to the business has been a deterrent for customers to install a digital signage solution in the past, especially for a customer like National Supermarket #2, which is open much of the day. Installation time for a wired solution can take several days, interrupt normal business hours

and be exceedingly costly. Also, the process of running wires often results in destroyed walls and unsightly cables left in view. A wireless solution affords a cleaner, crisper installation that can be easily modified or reconfigured.

"If we chose to install a wired solution at National Supermarket #2, the job would have required over 500 feet of cable, which would have cost approximately \$800, and the installation time would be upwards of 20 hours," said Lee. "By purchasing a wireless solution from Avocent, we were able to reduce our costs and cut our installation time down to six hours."

Wireless provides full motion video

Lee purchased the Avocent AutoView® Wireless switch and installed one transmitter and six receivers for National Supermarket #2. The Avocent AutoView Wireless switching system is a hardware-only plug-and-play solution that offers extension, switching and broadcasting capabilities for a variety of applications. The transmitter and receiver send audio, video and digital data up to 100 feet through walls and greater than 500 feet line-of-sight.

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For other organizations considering the use of digital display signage, Lee recommends a plug-and-play wireless system. It's a hardware-only solution that eliminates configuration problems and compatibility issues. Getting the system set up, tested and running is also easy and immediate.

"The Avocent solution is meeting our business needs by helping us save time and money," said Lee. "The time to install is significantly reduced versus a wired solution and it's a turnkey system that works across the board from end to end. It works interchangeably with whatever I want to use from a hardware or software operating system standpoint, enabling me to mix and match different components to create a more cost-effective total solution."

A wireless solution meets the needs of a store like National Supermarket #2 from a change perspective as well.

Avocent wireless advantages

"The wireless solution was very appealing to me because I didn't have to worry about opening holes or running conduit and I can move it anywhere in the store," said Carlos Hernandez, owner and operator of National Supermarket #2. "The nature of the supermarket business requires store resets. Things get shifted around a lot due to new item activity and I can move these screens anywhere my needs dictate."

Lee anticipates installing dynamic digital signage with wireless networks in an additional 20 supermarkets within the next six months. He describes the wireless solution as a definite added advantage for his existing customers and one that is sure to create additional business opportunities.

"We're a high tech organization but this gives us additional bounce," said Lee. "Going over the last year, had I been able to offer this solution, I probably could have closed some deals that I otherwise couldn't. In the past,

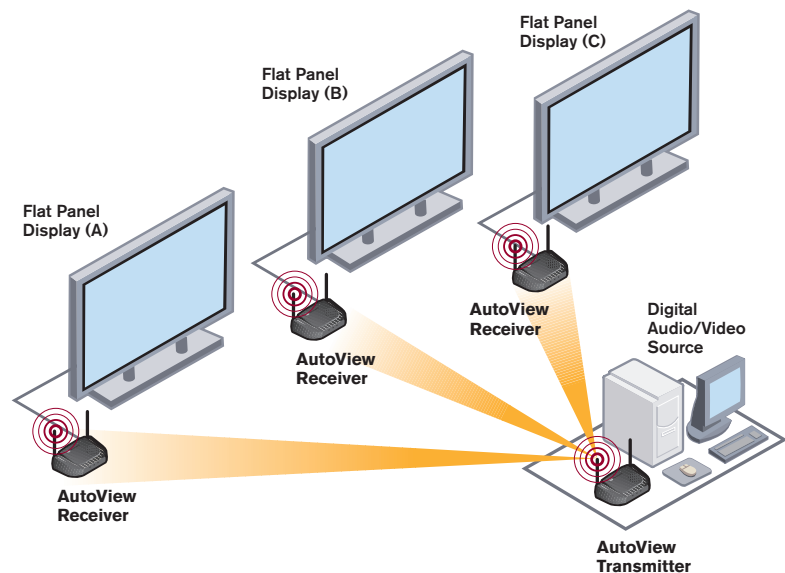
people were too concerned with the business disruption, amount of time to do the installation and the property damage caused by securing cable. Avocent has allowed us to implement a solution and solve a problem in a very short period of time while adding a new dimension to our capabilities."

About Avocent

Avocent® is the leading worldwide supplier of KVM (keyboard, video and mouse) switching, remote access and serial connectivity solutions. IT managers benefit through access and control of servers and other network data center devices.

Branded products include switching, extension, intelligent platform management interface (IPMI), remote access, wireless, mobile, and video display solutions. DSView® 3 management software provides fully redundant failover authentication.

Avocent KVM solutions are in Fortune 100 companies globally. Avocent has sales, operations and R&D centers worldwide. Corporate headquarters are in Huntsville, Ala. Visit www.avocent.com for more information about Avocent products.



Video cabling is no longer required for streaming audio/video connections from most computer sources to as many as eight display devices. Because the connection is wireless, installation is much easier, faster and often cheaper. At the same time, there is a great deal of added flexibility – both in placement and/or the reconfiguration of source and display device locations. The AutoView Wireless solution adapts as your systems evolve.