

DIGITAL SIGNAGE



DIGITAL SIGNAGE & MOBILE INTERACTION



AGENDA

1. INTRODUCTION
2. MARKET TRENDS
3. DIGITAL SIGNAGE AND MOBILE USE CASES

FROM ANALOG

OUT-OF-HOME (OOH) ADVERTISING...

Bus shelters



Telephone booths



Billboard

Street furniture

Subways



Alternative media

Buses



Transit

Taxis



Stadiums



Gas pumps



...TO DIGITAL

OUT-OF-HOME (OOH) ADVERTISING

Bus shelters



Telephone booths



Street furniture

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Subways



Alternative media

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Taxis

Stadiums



...AND NOW IT'S GETTING MOBILE

WAP

MEONTHESCREEN

RFID

AUGMENTED
REALITY

2D CODES

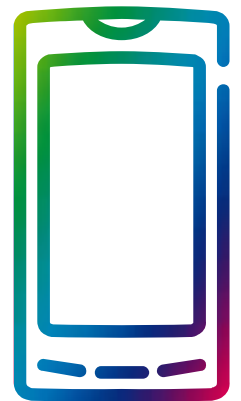
LOCATION

BLUETOOTH

MMS

SMS

NFC



KEY MARKET TRENDS

- › Content is king
- › Agencies are awaking to the power of digital signage
- › Brands are shifting money to this market from traditional TV
- › Cross-platform and **interaction with cell phones** is critical
- › Interactivity and **measurement**
- › Data-driven content or ad search for DOOH
- › Phase of cost down
- › Consolidation and failures will continue
- › Growth for the industry is moderate, but positive

Source: *Measurement and Analysis for Digital Signage* by Retail Customer Experience and BroadSign. Digital Signage Today

USE CASE 1

ME-ON-THE SCREEN



Description:

- › An entertainer interviews people at the event
- › A mobile phone as a broadcasting video camera
- › The streaming is displayed in a visible (sponsored) screen
- › Reference case: Fiesta 20^o aniversario de El Mundo – Palacio de los Deportes, Madrid

Benefits:

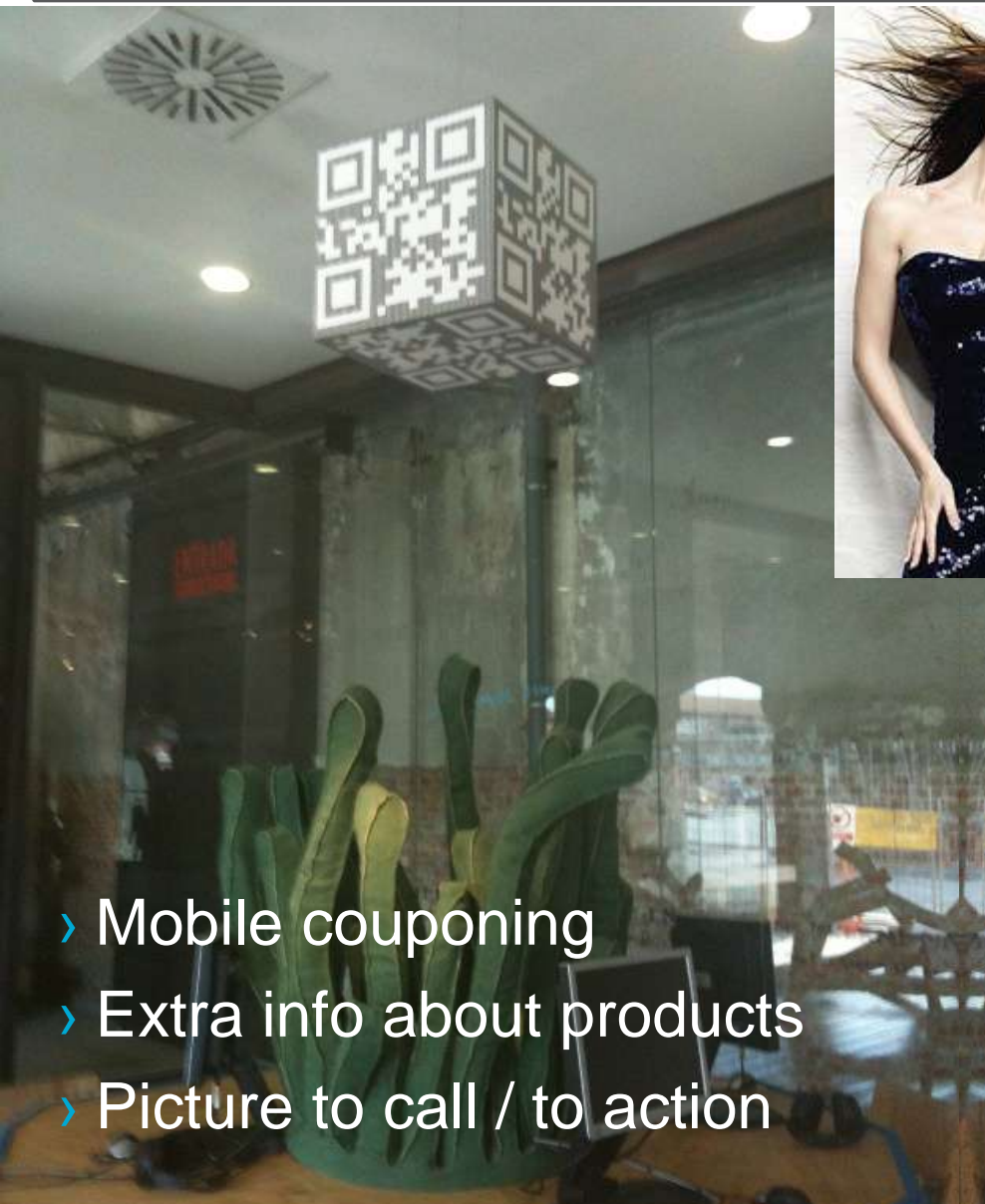
- › Increases entertainment and social interaction
- › The screen can be sponsored

- › Reference case: Mutua Madrileña Madrid Open 2009.
- › At this event, a mobile reporter went into La Caja Mágica **interviewing** the staff working at the tennis tournament.
- › Previous to each match, this reporter **appeared live** on the four big **screens** of the main court.
- › Then all the videos were uploaded to the official **web** site.



USE CASE 3

2D CODES



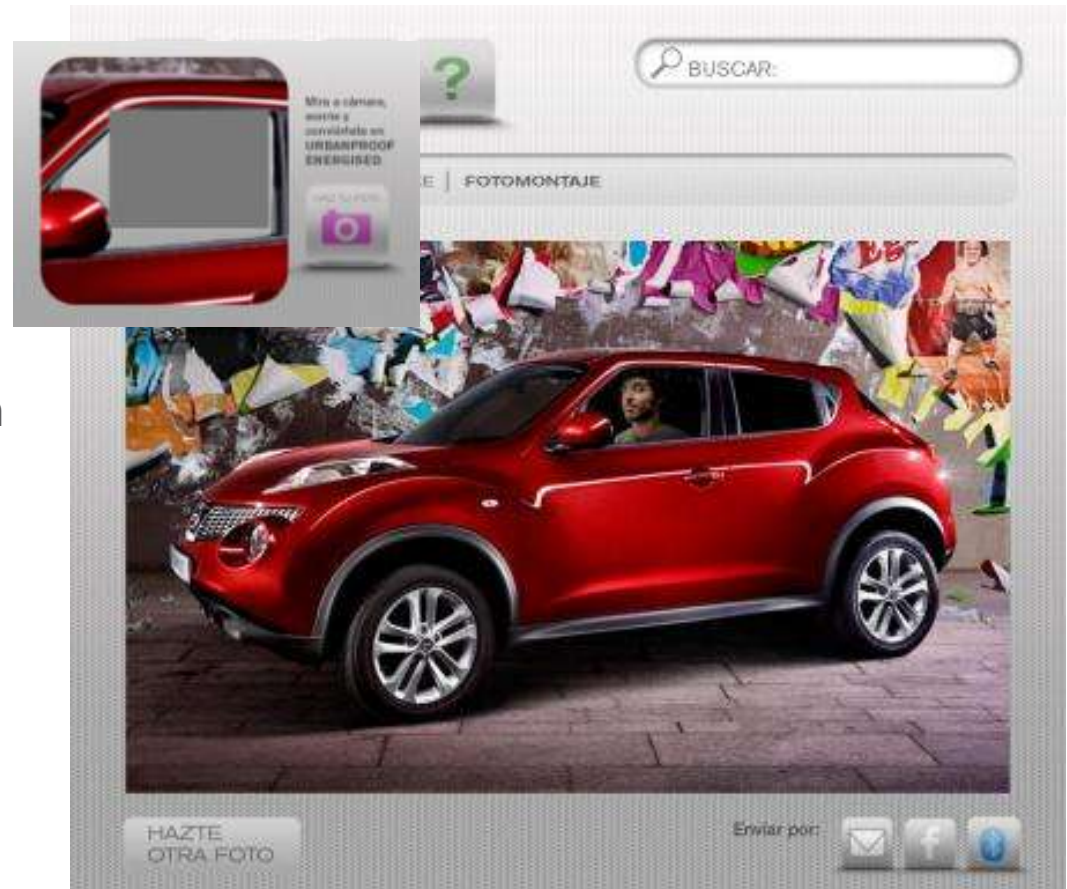
- › Mobile couponing
- › Extra info about products
- › Picture to call / to action

USE CASE 4

AUTOMOTIVE INDUSTRY

CASE FLOW

- › Customer enters the shop
- › Questions → **profiling** → recommend the right car
- › Questions → car **customization**
 - Photomontage + integration with Facebook
 - Catalogue download
 - Enriched quote to the mobile, email
- › Mobile App / MMS sending information about the car on-going work → **customer care**



JuanMa García was tagged in a photo



JuanMa García is testing a new car

3 hours ago · Comment · Like



USE CASE 5

LISTENING TO THE SCREEN

- › Times Square New York
- › The Peking Opera "Red Cliff" is broadcasted on giant screens at Times Square in New York, March 16, 2009, on eight outdoor screens as a way to celebrate the theater's one year anniversary.
- › People can hear the music, through their mobile phones, calling to a local number.



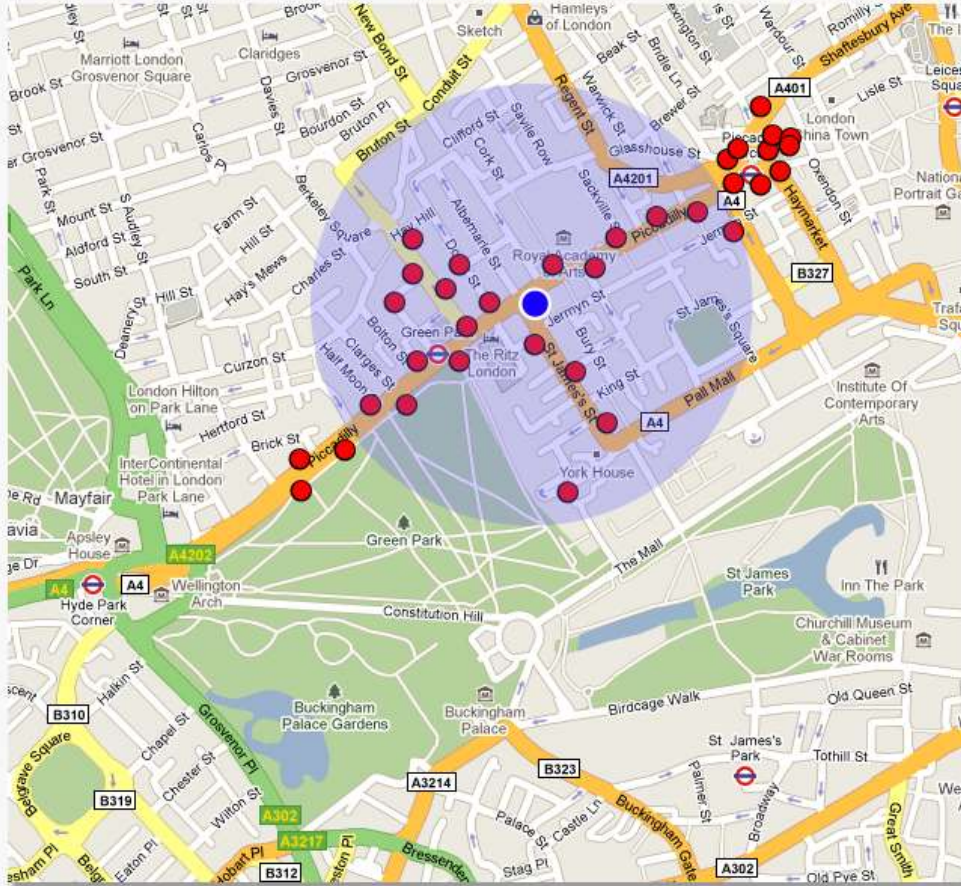
USE CASE 6 TICKETING



- › Usuario ve la película anunciada en una revista.
- › Acerca el teléfono NFC a la revista. Automáticamente se lanza una aplicación para la compra de las entradas.
- › Cuando el usuario llega al cine acerca el teléfono a un lector NFC. Automáticamente la pantalla de la entrada le indica la sala y la dirección que debe seguir.

USE CASE 7

AUDIENCE MEASUREMENT VIA MOBILE



SEARCH

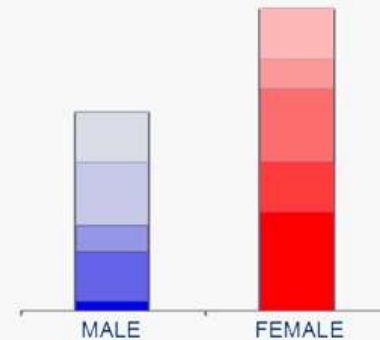
SELECTED PANEL

55 Stratton St.



Category: Bus Shelter
Illuminated: Yes
Size: 55x160
Lon: 51.5 **Lat:** -0.14

CURRENT DEMOGRAPHIC DISTRIBUTION



Last updated at 2010-05-10 12:45

USE CASE 7

ADVANTAGES OF THIS TECHNOLOGY

- › High Periodicity
 - Real-time data
 - Constantly updated
- › National coverage
 - Not only restricted to big cities
- › Indoors and outdoors
 - Works in all places with mobile coverage
- › Automatic and easy to use
- › Cost effective

USE CASE 7

OTHER USES OF LOCATION TECHNOLOGIES

Campaign planning: Targeted campaigns using combinations of different media

Site selection: Optimize retail store location and advertising

Sales planning: Coordinate and target sales activities

Public transportation: Identify hot spots and trending changes



THANK YOU!

