

## Your Shop Will Look Great with Brand New Digital Signage for Better Advertising: IAddea and DDJ Deliver a New Look for Petrol Retailers Using Smart Ads

### Overview

Petrol retailer in Benelux and France (100+ sites) wanted to upgrade their advertisement system to increase sales dramatically with by creating eye-catching, up-to-date advertisements to help patrons know what they want right on the spot.



Menu board



### Solution

IAddea MBR-1100: compact, FHD, easy breezy installation with robust velcros that come with purchase

Fully compatible with SCALA solution, which were already adopted by DDJ Media in other projects, the integration between hardware + software was seamless and minimized the efforts for device suppliers and system integrators at deployment.

### Challenges

- Installations throughout 100+ sites on limited time
- Remote content update and management on easy-to-use digital signage platform
- Quick & easy modifications on product info for end-users



Wi-Fi & Ethernet



Plug & Play



Robust 8GB eMMC Storage

### User Results

- On-time successful large scale deployment
- Increased revenue generation from coffee shop business with “Smarter” Samsung displays
- DDJ Media remotely manages contents for each of the 100+ sites
- DDJ Media can publish instantaneous changes on product information for greater shop productivity and operation efficiency



Palm-Size



IAddea Case Studies

IAddea is the leading provider in cutting-edge commercial-grade digital signage players, integrated displays and video walls, from 4K video to animated HTML5 and interactive touchscreens. Powering more than 200,000 displays worldwide in retail, hospitality, restaurants, transportation, corporate, and numerous other vertical markets. Work with us and be a part of the winning team today!





### XDS-1078

- 1) 10.1" LCD wide aspect ratio
- 2) 10 points multi-touch
- 3) HDMI output to external display
- 4) built-in stereo speakers 1W x 2
- 5) Brandable with LED light bar
- 6) NFC option (PNF-101 dongle available)



### XMP-6400

- 1) HDCP 1.4 compliant. FHD 1080p
- 2) Wide operating temperature: -20 °C – 50 °C
- 3) Ethernet 10/100 BASE-T, wireless 802.11 b/g/n
- 4) Advanced audio: analog stereo out + S/PDIF
- 5) HDMI-input source for live media



### MBR-1100

- 1) Compact & light. FHD 1080p
- 2) Operating Temperature: 0 °C – 40 °C
- 3) Ethernet 10/100 BASE-T, wireless 802.11 b/g/n
- 4) Easy-to-install media bar type
- 5) Compatible with multiple 3rd-party software



### XMP-7300

- 1) HDMI 2.0 certified. Support 4K @ 60fps
- 2) Wide operating temperature: -20 °C – 50 °C
- 3) Gigabit Ethernet, wireless 802.11 b/g/n
- 4) True 4K playback for video / image / HTML5
- 5) Support AnyTiles infinitely scalable video wall

## IAdea and STRATACACHE/Scala Power 10,000+ Digital Signage Screens:

IAdea digital signage infrastructure is so robust that it outlasted twice the planned lifespan of the Tokyo Lottery project and saved millions of dollars for the stakeholders

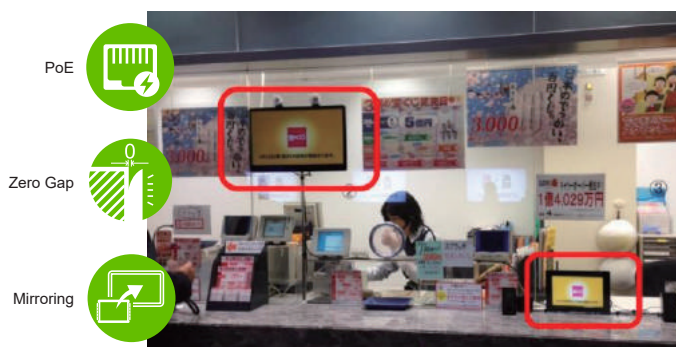
### Built to Last

In 2014, Adea deployed nearly 10,000 Tokyo Lottery locations with its low power 10-inch signboard offering HDMI output to drive a secondary display with mirrored output while being the only certified hardware device of this form factor that works with Scala, now a Stratacache product.

IAdea 10-inch signboard enables Tokyo Lottery to run its operations in a locked down environment free from unwanted operating system updates. In addition to Wi-Fi and wired networking options, Power-over-Ethernet greatly simplified installation and improved robustness.

Engineered with solid-state design using onboard flash memory for storage, the device is completely free of moving parts which can be fragile when deployed in public environments.

Lottery station



### Exceeding Expectations

Four years down the road, IAdea backend system has delivered advertisement and real-time lottery results to millions of viewers. Tokyo Lottery had to think twice before needing replacements in their network because the failure rate of IAdea installed devices was less than 1% which has helped Tokyo Lottery save millions of dollars in replacement hardware and field visits.

### The Verdict

IAdea has proven itself to be a maker of infrastructure-grade, outstandingly reliable digital signage devices. Hundreds of thousands of IAdea devices deployed globally and dozens of leading ecosystem partners bear witness to that statement. IAdea devotes itself to the mission of enabling digital signage as an indispensable part of everyone's life. Building a device that is robust enough to be used as part of a mission critical infrastructure is a fundamental step towards that vision.



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