

Case Study

Minicom distributes content to the big screen

The Customer

Arena is a Swiss cinema chain. In March 2007, it opened its latest cinema complex in Zurich, Switzerland.

The Challenge

Arena wanted its new cinema to be sleek and modern. Its eventual design included 90 digital screens which were to be scattered throughout the cinema complex. There were to be screens in the lobby, in the concession stands and in the bathrooms. The screens would showcase coming attractions as well as other promotional material.

The Minicom Solution

Ad Notam, a Swiss company, who specializes in delivering



moving images with sound on mirrors and glass surfaces were called in to install the system. They originally turned to

VGA cable but it was unable to deliver quality images long distances. Subsequently, they recommended the use of Minicom's [Video Display System](#) (VDS) and [VGA Data Transmitter](#) (VDT). The VDS is the quickest and most efficient way to transmit rich multimedia content in real-time from the player to multiple displays. The VDT is for screens which need to be connected directly to the source and is the most reliable way to ensure real time delivery of rich, dynamic content without burdening the network.

The Benefits

Moviegoers get a genuine thrill from seeing screens in unusual locations such as the lobby floor and in the bathrooms. The system is easy to update and so features multimedia content that is always fresh. Minimal supervision and maintenance is required.

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Quick Take

Challenge

- Distribute high quality content simultaneously to screens in strategic locations

Solution

- Minicom's [CAT5 VDS](#)
- Minicom's [VDT](#)

Benefits

- Enhanced image
- Increased customer loyalty
- Versatile dynamic content
- Minimal supervision and maintenance



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