

Case Study

Minicom Delivers Real Time Content to Gas Pumps

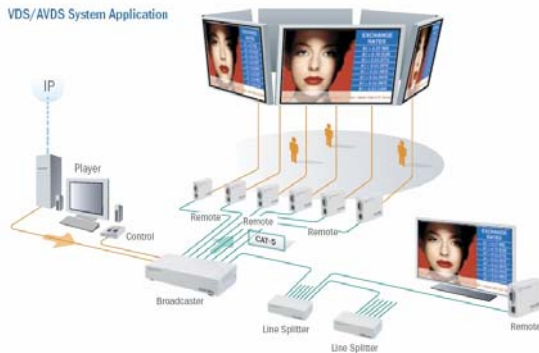
The Customer

A global gasoline provider with hundreds of thousands of gas pumps. It is one of the ten biggest corporations in the world.

The Challenge

To install video screens at the pumps. This would allow the energy company to capitalize on their captive audience by delivering real-time information including news, promotions and advertising.

The Minicom Solution



Minicom's [CAT5 Visual Display System](#) (VDS) is a hardware system that converts video signals and distributes them via CAT5 cable. This was installed in conjunction with the [IP Control](#)

which allows web-based access and management of remote players. This remote access allows the content to be centrally monitored in real-time. Low density CAT5 cabling makes it possible to extend displays up to 110m/360ft away from the player. This protects the hardware from potential damage, vandalism and theft.

The Benefits

In an industry where price is the main differentiator, Point-of-Sale marketing helps the client drastically stand out from the competition and as a result increase its market share. The multimedia content is refreshed and updated at frequent intervals preventing it from becoming out of date. The system requires minimal supervision and maintenance. The energy company is able to take advantage of this extra interaction with its end users which in turn leads to increased customer loyalty as well as higher revenue.

Click [here](#) for our worldwide offices and contact information.



Quick Take

Challenge

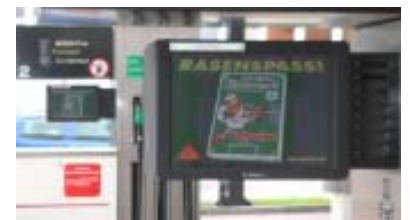
- Distribute high quality real-time content

Solution

- [CAT5 VDS](#)
- [IP Control](#)

Benefits

- Versatile dynamic content
- Minimal supervision and maintenance
- New advertising revenues
- Increased customer loyalty



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