

Case Study

Duty Free Retailer Acquires VDS System for New Look

The Customer

James Richardson is one of the world's leading duty free retailers.

The Challenge

When launching its new outlet at the renovated Tel Aviv airport, James Richardson wanted to enhance their selling power with digital advertising plasma display screens that would be sending out dynamic multimedia content. These would be scattered around the premises listing the exchange rates of seven currencies, customs regulations as well as advertising various products. Logistical issues included the



server room being 100 meters away from the plasma screens as well as the server room being limited for space

The Minicom Solution

After a thorough analysis of all the possible solutions, James Richardson chose Minicom and its [CAT5 Video Digital System \(VDS\)](#). VDS allows the narrowcasting of rich content over long distances without compromising on the quality of it. The VDS System allows a single player to deliver high quality multimedia content to more than eight plasma screens throughout the site simultaneously and in real-time. This quadruple to the output that James Richardson was expecting. Minicom's solution, which only took one day to install, dispensed with the need for external power sources. Additionally it used significantly less equipment and this resulted in significant savings of space.

The Benefits

James Richardson has a new method with which to transmit important information to their customers. Additionally the screens help maintain the image of James Richardson as one of the world's best duty free stores. James Richardson has a more effective medium for getting through to the customers as well as a new stream of advertising revenue. Consequently the companies advertising on the screens have experienced an increase in sales. The content is refreshed and updated at frequent intervals preventing it from dating.

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Quick Take

Challenge

- Distribute high quality content
- Deliver simultaneous content to screens in strategic store locations
- Use minimal cabling

Solution

- Minicom's [CAT5 VDS](#)

Benefits

- Versatile content
- Enhanced image
- Increased sales of featured products
- Superior shopping experience



Deloitte.
Technology Fast500
EMEA 2006 Winner

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