

Case Study

VDS Distribution System Enables Superior Experience for Wal-Mart de Mexico

The Customer

Grupo Televisa is the largest media company in the Spanish-speaking world and a leading participant in the global entertainment business.

The Challenge



Televisa wanted to be the first broadcaster in the world to utilize digital signage technology for creating real time in-store advertising with the intention of increasing store sales. This would also enable them to form new relationships with brands that tended to steer away from traditional mass media. Televisa received the directive from Mexico's Wal-Mart to place display screens throughout each of their 300 department stores, exposing the multimedia advertising to a monthly audience of 66 million people. Televisa's first attempt at distributing the multimedia content from player to screens was

disappointing. Standard coaxial cabling saw poor results and shaky images. The images couldn't travel long distances and when they did they were of inferior quality. Looking for an alternative distribution solution, Televisa turned to Minicom.

The Minicom Solution

Minicom's [CAT5 Video Display System](#) was the ideal solution to Televisa's image quality problems. The use of Video over CAT5 cable technology allowed for a simple, clean installation. Besides being flexible, the new system is also more maintenance friendly.

The Benefits

Minicom exceeded Televisa's hopes for player to screen distribution with high quality multimedia images transmitted over long distances without image degradation. The high performance and strategic location of the digital screens resulted in increased sales of the advertised products by up to 8% per month. User friendly system set-up allows the flexibility of adding additional screens in the future. Surveys confirm that shoppers now have a superior shopping experience resulting in higher customer loyalty.

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Quick Take

Challenge

- Distribute high quality real time advertising content
- Deliver simultaneous content to strategic store locations
- Minimal cabling

Solution

- Minicom's [CAT5 VDS](#)

Benefits

- 8% increased sales for the advertised products
- Superior shopping experience for customers
- Enhanced image
- New advertising revenues



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