

# Case Study - Coffee Shop Drinkers see the Big Picture

## The Customer

One of world's largest multinational chains of coffee shops.

## The Challenge

The chain wanted to take advantage of the latest advances in digital signage technology to install digital screens in a number of their coffee outlets. The screens would display real-time multimedia advertising. The nature of the business meant that beverages were highly prominent so safety of work environment was an issue of paramount importance. Given this, the client required the computer player controlling the screens to be placed in a secure on-site location away from a food environment.

## The Minicom Solution

The quick and simple installation of Minicom's [CAT5 Video Display System](#) (VDS) by the system integrator allowed the computer to

be located in a secure back-room, some 100 meters from the screens. The screens were mounted from the ceiling, with just one CAT5 cable exiting and no equipment whatsoever on the floor. The VDS enables the transmission of rich multimedia content in real-time as if the screen was directly connected to the computer player. The display was



clean and effective and allows for an increased level of hardware integrity. Additionally the VDS receiver does not require any additional power supply by the screen.

## The Benefits

The state-of-the-art technology helps maintain the image of the franchise as one of the world's leading coffee chains. Customers are impressed by the real-time multimedia content and the promoted products experienced an increase in sales. Turnaround time for serving the clientele their coffee has been significantly reduced resulting in increased customer loyalty and enhanced brand perception. The employees have a far safer work environment with which to operate in. Due to the success of this installation, the client decided to install the screens in all 1,000 of their retail outlets.

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## Quick Take

### Challenge

- Distribute high quality content
- Create a safer work environment
- Minimal cabling

### Solution

- Minicom's [CAT5 VDS](#)

### Benefits

- Enhanced customer experience
- Increased sales
- Reduced sales cycle
- Decreased IT costs
- Safer work environment

