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CASE STUDY

AV Technology for Digital Signage

Digital Signage – Tienda Inglesa Chooses Kramer as its Video Distribution Solution

▶ left

Displays are distributed throughout each branch making it possible to continue shopping while waiting for your turn at the meat or cheese take-out counters.

▶ right

Displays are located to ensure uninterrupted visibility. Installations such as the one in the image shown above have two back-to-back displays, that use one TP-120 for decoding and one VP-200 for replicating the same signal to both displays.

ABOUT THE CUSTOMER

Tienda Inglesa is a leading Uruguayan high-end supermarket chain. Over time Tienda Inglesa have invested heavily in technology in many areas including customer service and information. Digital signage is one such investment. Digital signage has grown by leaps and bounds over the last few years, with the result that annually an increasing number of corporations decide to install such systems in different venues with their own peculiar requirements. The one thing common to most systems is the fact that they have to distribute video over long distances.

THE REQUIREMENT

One of Tienda Inglesa's key issue upon deciding which digital signage solution was how to distribute video over long in-store cabling networks. Given that the decision had been made to use a single network player per store, the distances to be covered were very long.

Longer cable length normally implies a trade-off: either lower resolution, the use of much more expensive cables, additional line drivers, or a combination of all three.

THE CHALLENGE

Distribute video at high resolution with no perceptible loss in quality, at distances of over one hundred meters, without going over budget.

THE SOLUTION

Kramer's UTP transmission products enabled Tienda Inglesa to achieve these objectives without compromising presentation quality while keeping the project within budget and timing constraints.

The use of Kramer's TP-104, TP-120, VP-200, and VP-3 systems allowed the design of a simple cost-effective system that provided in high performance, reliability, and ease of installation.

THE PROJECT DETAILS

The designer for this installation, Montevideo based Analisis de Sistemas, decided to specify a star-type topology based on the use of UTP CAT5 cabling. In such approach, each arm of the star is independent of the others and that any failure in a specific line does not cause problems to the other areas of the network.

Given the fact that the system operates 24/7 and provides on-time information of direct interest to the customers (other than publicity), the requirement that the distribution system would be able to perform continuously without any downtime or failures was vital.

Every branch has a central network player that transfers information from the central offices via the intranet and allows for easy update of publicity and other information. This and branch-

CUSTOMER BENEFITS

Unlike other solution providers, Kramer offers products and solutions for distribution of Video and PC Graphics signals in their native form and on CAT-5 based infrastructures. For Tienda Inglesa, just like for many other customers, this makes Kramer a one stop shop when building a local Digital Signage content distribution system; especially when there is a need to seamlessly integrate a local distribution infrastructure with a nation wide IP based network.

The vast range of Kramer Twisted Pair products offers unrivaled flexibility when designing and installing such a system, with the added benefits of extremely high video quality, EMI protection and long distance capabilities.

specific information regarding customer service attention, guarantees that the public will keep an eye on the displays. Local data collection (counter turn numbers, etc.) is managed by a local PC that handles communications within the local branch.

The use of Kramer UTP transmitter/receiver equipment has proved to be an unqualified success. The entire installation has accumulated over 150.000 hours of continuous operation without any downtime.

This has resulted in the ultimate expression of confidence by the customer: their unqualified recommendation of similar Kramer systems to other potential users.

APPLICATION DIAGRAM

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