

Eletromidia Digital Signage

Large-scale digital signage network

Customer: Eletromidia
Industry: Advertising

Customer Profile

Eletromidia operates the largest electronic outdoor advertising network in the state of São Paulo

Business Situation

Eletromidia needed a system that would allow them to acquire, prepare, manage and distribute content from a single location.

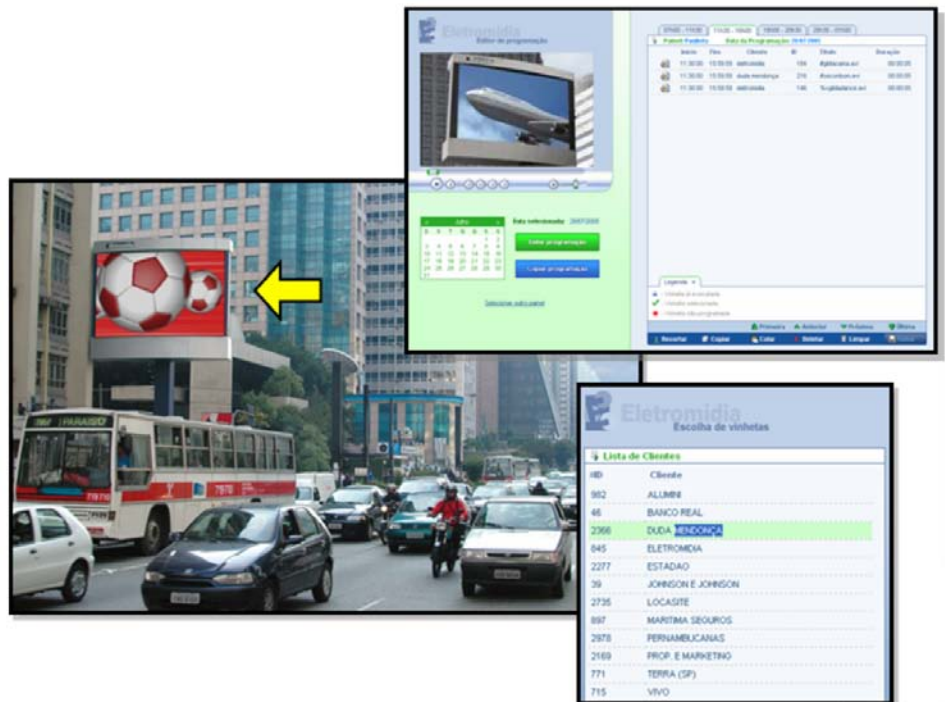
Solution

After installing Media-iBox Digital Signage solution, Eletromidia not only solved its primary content distribution problem, but also streamlined and increased efficiency throughout their entire advertising management chain.

Eletromidia operates the largest electronic outdoor advertising network in the state of São Paulo, reaching more than 40 million inhabitants and an area of 247,000 square kilometers, including the capital city of São Paulo, one of largest and most sprawling cities in the world. Eletromidia offers advertisers space for displaying rich video and animation-based ads in giant LED screens located in places of heavy transit of people and vehicles.

BUSINESS SITUATION

Eletromidia needed a system that would allow them to acquire, prepare, manage and distribute content from a single location. The company used to spend a tremendous amount of resources just to move around its more than 50 locations in the state, including the capital's metropolitan area, full of traffic jams, in order to load content and programming onto each screen.



High visibility digital display with web-based management console

SOLUTION

After installing Media-iBox Digital Signage solution, Eletromidia not only solved its primary content distribution problem, but also streamlined and increased efficiency throughout their entire advertising management chain. Customers now use Media-iBox Uploader to send content securely to Eletromidia over the Internet. LabOne Systems' solution automates the entire process of reviewing, approving and scheduling ads for Eletromidia's entire network.

Media-iBox generates playlists scheduled according to each customer's media buying, and distributes content and programming ahead of time through a smart network self-optimized for less-than-ideal bandwidth and reliability conditions. Eletromidia can replace content on the fly and even broadcast live content at any time, to any screen, creating new ad inventory opportunities while reducing costs.

FOR FURTHER INFORMATION:

<http://www.labone.net/success/eletromidia>

