

Carrefour Greece.

Digital Signage.



Client Brief.

Carrefour in Greece currently runs 208 Acquire Player units across a network of 21 stores and is part of Carrefour S.A. It is one of the world's largest hypermarket chains, the second largest retail group in terms of revenue and third largest in terms of profit behind Wal-Mart and Tesco.

Acquire's Solution.

Acquire's System Integration and Network Management partner, i-contact, facilitated the requirement for large screen displays in Carrefour supermarkets to display special offers and promotions. An additional requirement was the ability to effect remote control of the LCD screens in order to adjust the speaker volume during specific times i.e. louder volume during busy periods. i-contact also requested a custom app for the System Watchdog to remotely monitor the status of the back-lights inside each of the LCD displays.

Features and Benefits.

- Delivers messages to over 2 million customers per month.
- Display special offers and promotions in-store.
- Volume control to adjust volume during busy periods.
- Updates to all screens can be made from one single location.

The Acquire Software.

The solution was comprised of Acquire editor suite, Acquire player, PLUS! network, data distribution system and custom software plug-in developed by Working Solutions (Creative IT) Ltd, which enables the software to talk to the back-light of the LCD monitors.

Acquire is also used to control play-out 'zones' in Carrefour across Greece to ensure the appropriate content is showing in the correct departments. This is continually expanding into new facilities including coupon kiosks, special events and more. The app to control the LCDs volume and detect the back-light is RS-232 Monitor. It utilised the RS-232 connection between the digital signage player and LCD screen. If the back-light was off, the System Watchdog would send a trigger alert email to the i-contact engineers and message the Site Manager dashboard.

