

Sonnenklar.

Digital Signage & Videowall.



Client Brief.

Sonnenklar.tv wanted to open a redesigned travel agency in Munich, which would act as a flagship store for an intended roll-out of 200 franchised stores over three-years. Sonnenklar.tv were keen to stake a claim as the first digital signage equipped travel agent in Germany.

Acquire's Solution.

Acquire were commissioned to put together the content, create a video wall and provide synchronised screen functionality. It was an extremely ambitious brief with a very tight deadline.

Features and Benefits.

- Acquire 'Foreground/ Background' functions, allowed for quick yet powerful template build.
- Rolled-out to 200 stores with additional 250 redesigned .
- Plays a synchronised flow of images and videos across six large display screens.

The Acquire Software.

The first step was to plan how the content would play-out on the screens. The store sizes varied from about 25 to 120 square metres and would accommodate either two 42-inch screens or a single screen and a 'totem', housing a 19-inch touch screen. So the advanced features on display in the flagship agency would not be used in the other outlets.

Acquire's page-based 'foreground/background' design function enabled users to mask parts of the screen. This was a very quick and powerful way to build up page templates, which all displays in store used. There were four displays in a two-by-two matrix set up as a video wall. Acquire has built-in functionality to create a single image, four smaller images or synchronised play-out over each display. There were also two large LCD displays on the right side and six at the back of the store. All of these displays were showing different content but at pre-determined moments, they would synchronise displays to show the same image. The frame-perfect synchronisation is another of Acquire's advanced features.

