



Coca Cola* Jazzes Up Product Displays with Wireless Digital Signage



Walk into a typical store in Israel and you may find a display of Coca Cola* products beneath digital signage playing a relevant clip promoting the special of the week. The signage connects to Wi-Fi or 3G, a capability that increases placement flexibility, minimizes deployment effort and lowers support costs using advanced remote management technology from Intel. Wireless, a logical progression for digital signage, creates a whole new dynamic that is bringing customers closer to retailers and their messaging.

Deployment Flexibility

Coca Cola wanted to play advertisements near their product displays, which change a few times a month. But unlike typical office buildings, most retail environments aren't wired for universal network access. For that reason, Coca Cola selected a wireless digital signage solution based on embedded Intel® Core™ i5 processors. "When retailers and distributors see the ease of deploying and supporting this digital signage solution, along with the opportunity to bring meaningful sales uplift, they are eager to jump onboard and put our displays in their stores," said Moshe Biton, director of trade marketing at Coca Cola, Israel.

Lower Support Costs

With an escalation of networked devices, retail IT departments are turning to remote management to help them contain rising support costs. Consequently, Coca Cola sought a digital signage solution that allows

systems to be serviced remotely and automatically shutdown during off hours to save energy. The solution was Intel® Active Management Technology (Intel® AMT), which establishes an out-of-band (OOB) link that enables IT professionals to query, fix and secure devices, even when they're powered off or the operating system is corrupted.

Going Wireless

The benefits of wireless digital signage are far reaching. Foremost, there's no need to install a new wired LAN connection, requiring cables and connectors to be approved, ordered and installed, which could ultimately cost several hundred dollars (USD). It is also easier to put signage systems in high-impact locations, such as near a product to increase sales, or relocate them as needed - to best reach out to customers. Another plus is wireless eliminates unsightly cables hanging from the ceiling.