Case Studies:

Zacky's, March 2009

Zacky's keeps up with the trends with NEC digital signage

Quick Facts

- **Facility:** Zacky's
- **Location:** Manhattan, New York
- **Challenge:** Switching from static to digital signage/creating a modern environment in a trendy retail clothing store
- **Solution:** NEC 40" MultiSync® LCD4020, 46" MultiSync LCD4620 and 22" AccuSync™ LCD224WXM displays
- **Date:** March 2009

Introduction

As technology continues to evolve, many retail store owners are finding the need to update their space to increase customer appeal and initiate more interaction with them. Zacky's, an independently owned retail clothing store in downtown Manhattan, opened in 1994 and after almost 15 years, needed a technology makeover. Selling everything from shoes to jeans, Zacky's is a trendy urban store that accommodates people of all ages and nationalities, specifically catering to its numerous tourist customers. Modernizing the store to reflect a more progressive atmosphere and connect more with customers did not come without its challenges, though.

The Challenge

When owner Joseph Joseph began to brainstorm an update for his store, he had a few guidelines in mind to keep the project on track. First, he wanted to take advantage of the spacious two-floor mezzanine of glass windows to intrigue potential customers walking by on the busy streets of Manhattan. Additionally, Joseph wanted to gain interaction with customers browsing the store. Creating a unique installation that would both entertain and educate shoppers was the ultimate goal while simultaneously creating a "wow factor".

"Flat panel displays are already a standard in this industry, so by choosing to update the static and CRT signage, I knew I had to create something innovative and exciting," said Joseph. "I wanted to take my store to the next level by thinking out of the box and constructing something unique that would really catch people's attention and draw them into Zacky's. The goal became engaging customers with stimulating digital signage that they hadn't seen anywhere else before."

After determining that dynamic digital signage was the route to take in livening up the store, Joseph began planning the construction, using customers as the key focus. He worked with an architect to design the layout, and in their discussions, formulated an arrangement in which the new displays could be controlled as either individual units or as a group. This function would provide Joseph with the flexibility he needed to manage content appropriately, such as categorizing store departments or synchronizing displays store-wide for sales, branding and promotions.

The Solution

Joseph turned to LED Media to create a digital signage solution for the store. With their help, Joseph was able to easily navigate through the updating process of Zacky's and creatively use digital displays throughout the space.

"LED Media brought a professional approach and a vision to the store's installation," said Joseph. "They were able to provide critical knowledge to our digital signage implementation, which in turn created a buzz around Zacky's and brought in more sales."

Zacky's interior utilizes more than 70 NEC displays throughout its two-floor space in addition to an astounding video wall that uses 54 40" displays (in a 3 x 18 configuration) in the front window.

This head-turning wall invites customers into Zacky's from the street with smooth, waterfall-like content. Once inside, shoppers are engaged by music videos displayed on 22" NEC AccuSync LCD224WXM-BK monitors, which are mounted back-to-back and angled down from the ceiling at 45° for easy viewing. The front window video wall and various displays along the store's walls and checkout area are comprised of 46" NEC MultiSync LCD4620 displays. These monitors allow customer interaction with dynamic store content, such as vendor promotions, product information and daily sales. The displays also flash vendor content and advertisements, while categorizing the store's copious inventory.

"Because of our years of experience in this market, I wanted to use NEC monitors for their quality and high reliability, as they have proved to be incredibly efficient in other installations I've worked on, and NEC truly stands behind their product," said Zacky Joseph, CEO of LED Media. "Their sleek look makes them simple to integrate in the retail environment, and the variety of sizes NEC offers would provide uniformity throughout the store."

The content can be quickly customized and updated, making it easy to keep customers educated on vital store information while simultaneously captivating their attention. Additionally, touchscreen displays by the checkout area enable Zacky's to thank customers after their purchase by having their country flag displayed alongside the message of gratitude in their own native language. Zacky's also has the ability to take the customer's photo and display it on the video wall as they exit the store, adding a personalized touch to their experience. Such unique, and sometimes quirky, content embodies the fun spirit of Zacky's and gives the store an upbeat atmosphere.

"The new installation and update to the store have received remarkable praise and positive comments, particularly the video wall," said Joseph. "The store's trendy, modern environment draws in customers that we may have been missing out on with the outdated signage."

"I'm incredibly pleased with NEC once again, and look forward to continuing a strong relationship with them in the future. I would recommend these displays for any retail environment because they provide the competitive edge this economy requires," said Zacky. "As people are looking for growth, it will not come from expansion. Rather, it will come from maximizing what space people already have, and the best way to do that is by digitalizing themselves to multiply production most efficiently."

Raleigh-Durham Airport, December 2008

Raleigh-Durham International Airport goes first class by standardizing on NEC displays

Quick Facts

Facility: Raleigh-Durham International Airport
Location: Central North Carolina
Challenge: Transition from CRT and static signage to dynamic digital signage
Solution:: 32" - 65" NEC LCDs
Date: December 2008

Terminal 2 features 19 boarding gates, 26 shops and restaurants, and three international gates. The second phase of the terminal will open in winter 2011. When completed, the $570 million terminal will be nearly one million square feet. RDU's other passenger facility, Terminal 1, features 23 boarding gates and 24 shops and restaurants.
With more than 10 million passengers traveling through its gates in 2007, RDU needed communication tools capable of constant use. From advertising to flight information display systems (FIDS), RDU had an extensive list of requirements for its 5000-acre property. Additionally, its desire to standardize on displays across all areas of the airport meant that RDU needed a manufacturer capable of providing a broad offering of products at an affordable price.

The Challenge

Over recent years, RDU has become a high-traffic environment with more than 400 arrivals and departures each day. With this incredibly busy setting, every indoor public place of the airport required some sort of display solution. Traditionally, RDU used static signs to display wayfinding information or advertising and utilized CRT displays for its FIDS, gate area information and baggage claim area.

"The airport signage lacked uniformity and made it difficult for us to coordinate materials throughout the large space," said Mark Posner, deputy airport director of information services for RDU and primary decision maker for this project. "With a new advertising contract, we wanted to offer our clients the ability to advertise with vibrant, active signage."
The goal in this process was to standardize the displays and rid RDU of the multiple display brands being used. The airport needed a product family that provided reliability, energy efficiency and ease of use. Another requirement of the product was to exhibit similar design and cutting-edge technology appeal as the new terminal 2 building. In this 24/7 environment, failure to effectively display crucial information was not an option as displays posted time-critical data to travelers. With multitudes of areas to cover, including FIDS, marketing, visual paging, multiple access cable television (MATV), wayfinding, gate area displays with specific flight information, baggage claim and more, Posner wanted solutions that were easy to maintain and operate.

"A key requirement for our new display provider was a company that could provide a family of feature-rich displays incorporating a variety of sizes," said Posner. "We have an abundance of areas requiring displays, with a need for monitors as small as 32" and as large as a video wall with displays in a matrix configuration."

To find out which manufacturer could best fulfill RDU's needs, the Airport Authority coordinated an in-house demonstration in which RDU evaluated multiple vendors' products. The testing included technical analysis of the displays and incorporated situational testing to see how the displays would react in certain conditions.

The Solution

After the evaluation period in October of 2007, NEC was selected as the new display standard at RDU. The award-winning MultiSync® 20 Series displays gave the airport what it was looking for. The displays' low failure rate combined with NEC's superior customer service support aided in its selection, as well as the displays' ability to adjust according to the various light conditions throughout the airport. After RDU completes installations in 2010, it will have purchased 50 65" MultiSync LCD6520 units, 150 57" LCD5710s, 150 46" LCD4620-AVTs and 40 32" LCD3210s. Being in the same family, these displays offer the same features and capabilities, allowing RDU the flexibility it needs to operate a multi-functioning digital signage system.

"I have found that NEC's products are easy to use and integrate," said Posner. "I really liked the look of the sleek, non-obtrusive quality of the thin bezel in the MultiSync 20 Series displays,

especially when tiled together in a video wall matrix. It really catches your attention, and that is exactly what the airport needed."
RDU operates all screens from one central location, which enables its Information Services team to centrally monitor and manage the health and status of each individual screen. The airport is able to completely control all aspects of the signage, from power functionality to content management from a single location, on the Airport Authority's content management system.

"NEC offers the three things I value most: a low total cost of ownership, a standardized look and feel, and broad offering of a variety of products to fit our needs," said Posner. "Our switch to digital was made easier by all those I worked with at NEC."

University of Ottawa, November 2008

University of Ottawa makes NEC projectors its VIPs in new multi-purpose conference room

Quick Facts

- **Facility:** University of Ottawa
- **Location:** Ottawa, Ontario, Canada
- **Challenge:** Design a new multi-purpose room for VIP guests with high-performance, yet cost-conscious, technology
- **Solution:** NEC NP4000 and NP4001 installation projectors
- **Date:** November 2008

Creating a tech-savvy multimedia room from scratch can be a difficult task to brainstorm, especially when many requirements are riding on its success. To create an impressive area for presentations and formal meetings, the University of Ottawa needed to install several feature-rich products that would not hinder the presenters but rather would expand the possible types of sessions feasible.

As North America's premier bilingual university, the University of Ottawa is the third largest co-operative education program in Canada and has a student population of more than 35,000 from 150+ countries. Students study in their choice of English or French with the option of pursuing French immersion undergraduate programs. Located in Ottawa, Canada's capital city, the university is less than 1.2 miles (2000 meters) from Parliament Hill.

The Challenge

When looking for a vendor and product features for projectors to fill their newly built multi-purpose room, the school developed several criteria. University faculty required timely product delivery and superior service/support, including potential repairs on projector lamps and product accessories. The school also wanted a vendor that provided a large variety of presentation technologies, superior technical support and cost-conscious solutions.

"This new multi-purpose room was built with intentions of housing VIP guests for their conference room needs, specifically when multimedia was required," said Mark Gareau, Manager of the Multimedia Distribution Service for the University of Ottawa. "We needed a room that would provide a showcase for the university; an area of flexibility whereby users could present multimedia presentations from various formats and different sources, from a range of locations within the room and with relative ease."

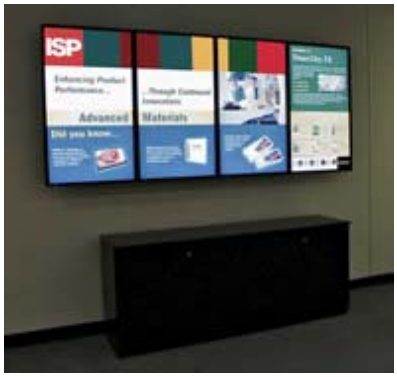
The multi-purpose room was a new endeavor for the school campus. Gareau, who headed up the project's room design and equipment selection, collaborated with the TELFER School of Management to guide the process and keep things running smoothly. He ensured that product selection would provide quality presentation technology and would operate flawlessly

The Solution

JAfter reviewing his available options, Gareau chose the NEC NP4000 and NP4001 professional installation projectors as their superior performance quality accomplished what the university required. The NP4001 featured a wider aspect ratio that had been previously lacking at the campus as well as an ability for playback of video sources from its DLP color wheel technology.

To complement the two central NP4001 projectors in the multimedia room, two NP4000 LCD projectors were installed to provide crisp digital images for computer applications. These were installed at each end of the large room. Because of its great size, the multimedia room allowed for many of today's advanced innovations such as picture-in-picture (PIP), scaling of the various source equipment, translation technology, ample audio/video feeds for the media, specialty lighting and recording and streaming capabilities. Using the NEC installation projectors enabled Gareau's team to manage the units from a remote location via a wireless touch panel from the floor level and a wired and more elaborate AMX panel from the control room upstairs.

"In many ways, the multi-purpose room, with its carefully selected equipment and attention to overall detail, has provided the University of Ottawa with great public exposure and recognition," said Gareau. "We're incredibly pleased with the outcome of this project and have received tremendous compliments from several North American company representatives and delegates. All have marveled at its overall design and architecture."



International Specialty Products, October 2008

International Specialty Products builds a digital communications bridge with NEC

Quick Facts

- **Facility:** International Specialty Products (ISP)
- **Location:** Wayne, New Jersey
- **Challenge:** Build a communications bridge among the company's multiple locations/ provide up-to-date communications to employees/update information display capabilities at tradeshows
- **Solution:** 46" NEC MultiSync LCD4620 & 40" LCD4020

  Date: October 2008

When it comes to making good impressions on clients, whether it be first-time visitors or long-standing customers, creating a welcoming and informative atmosphere can go a long way. International Specialty Products (ISP), a global specialty chemicals company, employs more than 3000 people and occupies facilities in virtually every corner of the world, making it difficult to keep everyone abreast of important company developments and news. Concerned that a communications gap was growing between the company's corporate headquarters and multiple locations, senior executives at ISP agreed that some sort of communications bridge was urgently needed. Simultaneously, executives wanted to update their lobby and tradeshow booth with something dynamic and eye-catching to replace the aged, outdated signage.

The Challenge

For 10 years, ISP visitors and clients were welcomed at the corporate headquarters by a static, backlit box that contained company history, major acquisitions and new plant constructions. The problem was that the intensely competitive business world in which ISP operates brought frequent changes, making it an ongoing and time-consuming process to constantly update the static signage inside the "lightbox." The static panel displays at the company's tradeshow booth posed a similar problem, so Lisa Porter, advertising communications manager at ISP, was asked by the executive staff to create a viable solution bridging the communications gap between ISP's world headquarters and its various locations, while also updating the tradeshow and lobby signage.

To aid in the design of the new lobby as well as the company's tradeshow booth, Porter brought in integrator Marc A. Wolfe, CEO of ProActive, Inc. (www.proactive-usa.com). Porter and Wolfe worked to update the lobby's 8 by 51/2-foot lightbox and tradeshow booth, which displayed static signage.

One of their challenges was the darkly colored walls in ISP's lobby, which limited the impact of the lightbox. The lobby also featured high ceilings and a large open area, making the lightbox seem even more dull and outdated, and although the box was backlit, the static signage didn't grab visitors' attention. Porter needed an eye-popping solution to effectively com¬municate with ISP's guests.

Another challenge for Porter was the in¬ability to easily update the lightbox with content such as recent sales or acquisitions. While the lightbox contained company history, she and Wolfe both realized the new lobby setup and tradeshow booth had the potential to provide much more information than the original format. Wolfe sorted through various technological options and proposed replacing the static signage in the lightbox and booth with digital signage. Porter quickly realized the tremendous opportunities the digital alternative presented.

The Solution

Porter worked closely with Wolfe and his team to establish logistics and design of the new lobby signage solution and tradeshow booth. Wolfe suggested NEC as the display provider and general solutions contractor and the idea of surrounding the LCDs with stone to match other areas of the lobby. This would enable the digital signage to stand out and grab visitors' attention.

"After weighing our options, we realized it would be foolish not to switch to digital because the cost savings alone was substantial enough to justify the initial expense of the displays," said Porter. "More important, digital signage allowed us to display not only more information than the original static format, but also the most current news. There is no limit to how much we can edit and update the content, and digital signage also enabled the use of animated content."

After exploring product evaluation tests of NEC's monitors, Porter stuck with them because of their superior quality and product features, notably the commercial-grade panels. ISP purchased seven 46" NEC MultiSync LCD4620 displays (four to replace the static lightbox at its headquarters and three for a nearby lobby on its campus). The four LCD4620 lobby displays, installed in portrait orientation, were combined into a 1x4 tiled configuration so that content could run separately on individual screens or all four together. Additionally, the Omnivex software Wolfe