



The High Technology Center confirms its commitment to the planet through ViewSonic's Digital Signage solutions.

Challenge

- Replace traditional print advertising with digital signage with environmentally friendly technology

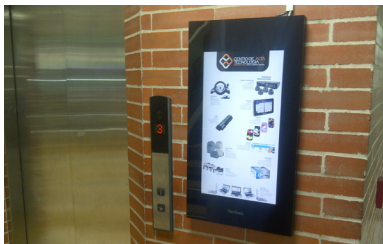
Solution

- 17 CD4636 46" units for video wall
- 7 NMP-640 units
- 16 EP2202r units
- 4 EP1020r units
- 6 EP5502 units
- 1 SW-009 license
- 17 WMK-028 supports

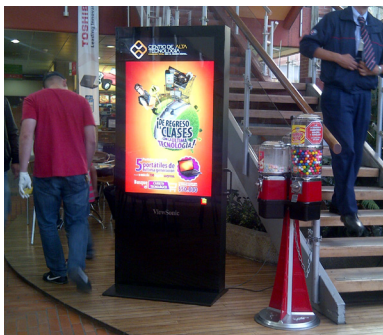
Benefits

- Less energy consumption with a more than 40% reduction in Carbon footprint.
- Ease of implementation
- Better communication from advertisers
- Better interaction with customers of the Commercial Center with more than 1.8 million monthly impressions.

EP2202r 32" ePoster



EP5502 55" ePoster



CASE STUDY



CD4636 46" 2x2 Video Wall

CUSTOMER PROFILE

The High Technology Center is the leading commercial center in the sale of technology in Colombia, certified in "Administration of horizontal property and customer service" by the Bureau Veritas Colombia with standard ISO 9000: 2008, as of February, 2010.

It has more than 300 commercial locations specializing in IT sales, and complies with all legal requirements. Here you will find wholesalers, advisors specialized in different areas of Technology, such as Computing, Security, Video surveillance, data transmission technology, accessories and much more.

The challenge

The commercial center used the traditional advertising formats that are generally used in Latin America, which includes the printing of flyers, banners and elements that are not environmentally friendly. One of the goals of management and the Board of Directors was to send a clear message to the community related to its commitment to the planet through technological elements, confirming its commitment to be 100% green. After an arduous evaluation of the possibilities, the ViewSonic technology was chosen to establish the circuits to replace print advertising for three main reasons:

- Reduction of energy consumption
- Ease of implementation
- Broad guaranty and backup of Grupo Projeccta, a ViewSonic Platinum Partner.

The ViewSonic Solution

In order to establish the circuits that would replace print advertising, an integrated ViewSonic solution was used made up of 17 units of commercial model CD4636 46-inch screens (for the video wall), 7 units of NMP-640 media players, 26 ePosters models that included 16 EP2202r units, 4 EP1020r units and 6 EP5502 units. The solution also included an SW-009 license and 17 WMK-028 supports for the mounting of the equipment.

The results

Since its implementation, the circuit has achieved improved communication from the commercial center advertisers, improving interaction with its customers, which has resulted in more than 1.8 million monthly impressions. An ROI of six months is calculated. This was achieved through its exclusive seller, Tecnomedia Digital S.A.S., through which the customers can channel their schedules.

"With this Internal Screen System we seek to unite all of our partners and advertisers in our commitment to the environment," affirmed Javier Barragan, Manager of the Commercial Center. "Through its implementation, we have calculated a reduction of our Carbon footprint greater than 40%, which, together with other initiatives such as the adoption of Parque Lago Gaitan, which is in process, we seek to confirm our commitment to our planet, to our children and, in reality, we find in ViewSonic and Projeccta the best opportunity to do so."

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— Javier Barragan, Commercial Center Manager

For more information, contact ViewSonic at SalesInfo@ViewSonic.com, or visit www.ViewSonic.com.

