

Adonica Kube has a positive impact on customers' purchase decision with ViewSonic CDE4600-L&NMP-570w

Challenge

- Static poster- blends in with other clutter and doesn't get attention
- One printed message to everyone which cannot be customized
- Messages cannot be updated instantly and delivered in real time

Solution

- CDE4600-L & NMP-570w

Benefits

- Highly targeted marketing messages depending on day, time or promotion
- Save money on poster printing and installation
- Decreases perceived wait time and clients feel informed and taken care of



CDE4600-L

- 46" Narrow Bezel Commercial LED Display
- 1080p Full HD commercial display for high-definition multimedia applications
- Narrow bezel design maximizes impactful visual imaging
- USB multimedia player for scheduled playback of videos, photos, and music
- Mercury-free LED backlight reduces power consumption
- SuperClear wide viewing angle technology delivers accurate and vivid colors from nearly any angle
- Versatile I/O ports: HDMI, DVI, CVBS, YPbPr (YCbCr), VGA and RS232 for easy connection to a variety of equipment
- Supports RS232 with IR pass-through for updating/managing display settings



NMP-570w

- High Definition Network Media Player
- HTML5 and SMIL compatible
- Built in screen templates for portrait and landscape
- Versatile media support: H.264, MPEG, WMV, JPEG, MP3
- Easy-to-use - Signage Manager Express software provided
- Seven built-in "smart" widgets

Customer Profile

After the ancient medicine men, the modern holistic healers have also acknowledged the potent healing abilities of "nature". Integrating the traditional wisdom of health and nature with tomorrow's eco-friendly technology, Adonica Kube envision themselves to be an unparalleled leader in providing natural products and solutions and change the current lifestyle of the people, for the good.

The Challenge

Static posters and displays no longer have the cut through to have a real impact on customers when promoting internal or external marketing messages. In addition, in order to decrease perceived wait time and clients feel informed and taken care of, therefore replacing static posters with digital signage was the 1st priority for Adonica Kube to deliver any message, any time and in any location.

Adonica Kube has a positive impact on customers' purchase decision with ViewSonic CDE4600-L&NMP-570w

The ViewSonic Solution

ViewSonic digital signage system can display high quality changeable images, video and animations with voice narrations. The screen normally displays store promotions, sale of the day, and new arrivals at the lobby area which can provide detailed description of the product you offer from a list of menus. This important information helps the customer to make informed buying decisions.

With a 19.5mm narrow-bezel design, CDE4600-L features Full HD 1080p resolution, 350-nit high brightness, 4000:1 high contrast ratio, SuperClear® technology for wide viewing angles, and dual 7W stereo speakers, the CDE4600-L delivers sharp, vivid images with incredible sound for superior multimedia messaging performance. Integrated RS232 input and output, with IR pass-through and a one-time setting function, make the CDE4600-L an easy to-manage solution for multiple display configurations. An integrated media player supports the scheduling and playback of photo, music, and video content directly from a USB drive. Content can also be loaded and distributed to multiple displays via LAN RJ45 connection, or wirelessly from mobile devices.

The Results

One CDE4600-L& NMP-570w network media player is installed. Now Adonica Kube can then delivers fresh and compelling messages to customers in the reception and waiting areas to cut down their waiting time and educate the customers about new and existing, products and services. And also utilizes Signage Express Manager Software for scheduling function on weekly/hourly promotion in order to increase and drive business sales and revenue.

