

Toast Box effectively improves customers interaction with ViewSonic CDE4600-L & NMP-570w

Challenge

- Less effective with static poster
- Intense competition from competitors
- Demands to have a platform to be able to communicate more efficiently with customers.

Solution

- NMP570-w & CDE4600-L

Benefits

- Enhance customer satisfaction and increase in sales
- Giving greater control to the customers to choose and order from interactive menus
- Allows the owner to communicate with customers in variety of media formats - videos, slideshows, images with background music etc



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

Toast Box is a reflection of the coffee shops from the 60s and 70s, where the common practice for breakfast was a fragrant cup of Nanyang Coffee accompanied by freshly toasted bread.

The Challenge

Toast Box faced some problem with its current static poster, and wanted to address it though deploying digital signage which can offer three key components: durable products, high-definition screens and a network of partners to help build an integrated solution comprised of both hardware and software.

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The ViewSonic Solution

To have a flexible platform for future database integration, CDE7051-TL and NMP706 were installed for board-room display. Benefited from remote connectivity capabilities, administrators can edit contents and change configurations in any computer connected to the network.

The ViewSonic NMP-706 network media player delivers smart whiteboard functionality for ViewSonic interactive model CDE7051-TL. This slot-in PC module easily plugs into compatible displays and supports high-definition audio and video.

With its 46" CDE4600-L commercial display and NMP-570w digital solution, ViewSonic has been able to help Toast Box not only bring a new wave of technology to its stores but make a positive impact on its customers' perceptions and behaviors.

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.

With ViewSonic digital signage solution, Toast Box apparently increases sales, and attracts more attention from customers at the right time, which showcases that the whole operation presents much more effective.

The Results

NMP570 & CDE4600-L was installed at Toast Box. "The digital menu boards allow us to customize to exactly what we need, even it's a small initiative, and we're able to do so without printing costs each time we make a change," said the owner of Toast Box. "ViewSonic's displays provide us with a lot of flexibility, which we need for our operation. Working with them has simplified the process for us and enabled us to truly work to our full potential."

