

CUSTOMER USE CASE:

GLOBALGIG WIRELESS BROADBAND SOLUTION ENABLES INTELLIGENT DIGITAL SIGNAGE

VEHICLE SCAN	
BMW	FEMALE 35-50
BLUE	DIESEL FUEL
2019	LONDON



Business Challenges

The company recently signed with a U.K.-based petrol station operator to install digital displays in thousands of locations. Displays with license plate recognition technology will be deployed. The company is responsible for the installation, maintenance and management of the display as well as the wireless network connectivity for receiving licensing plate data and transmitting the digital ads.

Network connectivity is a challenge for three main reasons:

- 1) Installing terrestrial cable for network services at petrol stations is extremely expensive.
- 2) With wireless networking, no single wireless network operator can provide coverage for all of the locations, so the company would have to work with multiple mobile operators to manage different contracts, data plans, SIMs and invoices.
- 3) Using the local petrol station WiFi network creates both performance and logistic challenges.

Globalgig Wireless Broadband Solution

- Globalgig provided the company with a single-source wireless networking solution that has access to multiple networks in the U.K., allowing the company to expand quickly into the U.K. market.
- The company can easily manage the data usage from each SIM with Globalgig's pre-paid SIM portal. Globalgig is also providing the single-point of contact for support and one invoice for all data usage.
- Globalgig delivered wireless services for 100 test locations, each location using between 5GB to 10GB of data per month. With multi-network coverage, the company eliminates black spots that can happen with single network coverage.
- Where there are two separate wireless networks available, the company has the option to program its signage communications device to choose the strongest signal, ensuring consistent delivery performance.
- The company is partnering with Globalgig to expand beyond the test locations and also to other locations outside of the Netherlands.

Industry

Media Technology

Company

This Netherlands-based company develops intelligent digital signage that delivers advertising and content to inspire customers, guests, or simply passers-by to act. The company's signage products combine digital display media with intelligent software to achieve not only optimal control over the content but also to intelligently identify the precondition for ad delivery that generates results. Creating an end-to-end solution, the company takes care of everything from intelligent narrowcasting concepts to the application of innovative media technology.

Offering a full line of indoor and outdoor digital display options including sidewalk signs, petrol station displays, and window posters, the company deploys intelligent technology such as facial and license plate recognition to identify the target audience for advertising distribution from its proprietary content management system. Using facial analytics, the company is able to determine age, gender and ethnicity with high accuracy, giving its clients the data to not only deliver advertisements, but to also gain insights into customer experience. License plate recognition generates data that can help identify vehicle make and model, fuel and oil type such that advertising content can be delivered narrowly to a specific audience. The company also deploys beacons that can transmit content from its digital signage to mobile devices of passers-by.

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