

# Case Study: DOOH & Outdoor

The Mediateko logo is displayed in a stylized, bold font. The word 'MEDIATEKO' is split into two colors: 'MEDI' in blue and 'ATEKO' in pink. The letters are thick and blocky, with a slight shadow effect.

## Mediateko takes to the Pistes with ONELAN

### Introduction

Mediateko Oy is a Finnish advertising company. It has installed new digital LED-screens in nine ski resorts around Finland to attract interested advertisers. The screens are located near areas of concentrated people traffic. They have generated considerable interest as they are visually appealing and positioned to maximize the impact of any advertising they display.





## Customer Testimonial

"This is the most significant investment of the fiscal year for Mediateko, but we have faith in the concept.

Reception among the clients has been very positive", says Mediateko's CEO Teemu Kontkanen.

## Our Solution

- The project is managed by Avek Esitysratkaisut Ltd (Avek) who provided and installed ONELAN Net-Top-Boxes (NTB-HD-10F-S) to supply content for the LED screens. Mediateko's clients send advertising content to Avek who upload and schedule this according to the clients' requirements. Avek uses a ONELAN Content Management Server (CMS) to update content remotely. Avek also monitors the system via a ONELAN Digital Signage Manager (DSM). Mediateko does not become involved in the technology itself or its maintenance.
- Some of the LED screens will be relocated to nearby golf courses to be used in summer.

## Customer Testimonial

- The CEO of Avek Esitysratkaisut Ltd, Jari Rönkkö, is also excited about the collaboration:

"Mediateko is our long-term partner, but these ski resort LED implementations have raised our partnership to a new level. The service concept - based infomedia system gives a massive boost for our co-operation. The concept brings added value for both sides".

For Further Details

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