

# Case study: Digital Out-Of-Home

## Estonia shopping and entertainment enhanced with Digital Signage



### Case Study: Solaris Shopping & Entertainment Centre

Solaris is a state of the art shopping and entertainment centre, with a multi-screen cinema and concert hall all under one roof, situated in the centre of Tallinn in Estonia.

#### What was needed?

Solaris chose digital signage as they wanted flexibility, extensive content possibilities and an easy to use automated system. Digital Signage represents an all-in-one solution that can display all types of information that needs to be communicated to visitors. It is very cost-effective to maintain and very easy to update; numerous screens can be maintained by one person from a single station.





## The solution

ONELAN was chosen firstly for reliability as the system runs on a Linux platform. Secondly it has the flexible Ad-Hoc feature: so end-users need no training at all to change information or media.

In Solaris, digital signage is used for building guides, advertising, dynamic ticket and event information, exhibiting artistic videos and other visual arts. The content is run from ONELAN Net-Top-Boxes (NTBs), including three NTB-615s, five NTB-610s and one NTB-500S. These drive 120 LCD screens (42"-50") and one large LED outdoor screen.

Content is centrally controlled and managed, using an additional NTB-615. All screens and VGA distribution is at 1080, and all dynamic content (schedules and building guides) is displayed at full HD resolution. Adverts and other video content are run at 1360 x 768 pixels. For dynamic content Solaris use specially designed animated Flash files with Action Script; all information is acquired and updated automatically from dedicated external databases.

“ We chose ONELAN for the following reasons:

- a) *ONELAN NTB-s are “out of the box and ready to use” so there is possibly no chance to deal with conflicts between hardware and software.*
- b) *Low power consumption and relatively small size of the units.*
- c) *Availability of local support.* ”

For further details

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