

Case study: Digital Out-Of-Home

SPOT WERBE AG Goes Outside with ONELAN



Case Study: Spot Werbe AG

SPOT WERBE AG in Switzerland wanted to pioneer the use of their LED screens with digital signage for outdoor advertising for their customers. They wanted an easy to use stable solution, and chose ONELAN digital signage to achieve this. ONELAN is Linux based and therefore very stable.

 **SPOTWERBE AG**
werben im LED-Grossformat
Churfirnenstrasse 54, CH-9500 Wil

 **ONELAN**
Digital Signage





What was it used for?

The ONELAN digital signage is used for static advertisements in a single zone; under Swiss law moving content on outdoor screens is prohibited. Six screens have been installed and a further 22 are now planned; this rollout may take some time as planning permission has to be granted for each new installation.

Each screen is driven by a ONELAN Century Net-Top-Box (NTB) 510 player located inside the display; staff from SPOT WERBE are able to change the content on the outdoor signage remotely over a web browser, increasing productivity and reducing costs for their customers.

Why Onelan?

The ONELAN digital signage players perform perfectly and SPOT are very happy with the digital signage's ease of use. In addition service costs are now minimised in comparison to the original signage used as ONELAN's Linux based solution is very stable. Customer reaction to this new (for Switzerland) form of outdoor advertising has also been very positive.

For further details

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