

Case study: Hospitality

Pronto Copec Gas Stations Fill Up with ONELAN



Case Study: Pronto Copec

Background

Pronto Copec is Chile's largest petroleum distribution company. They have a network of ninety sites throughout Chile.

Project objectives

Pronto Copec wanted to replace their plastic printed posters and menu boards with a more cost effective and flexible solution. By using digital signage they only have to invest once. They also wanted to be able to update menus so that depending on the time of day, different menus could be shown. Good picture quality is required in order to make the menu options look appealing. They wanted to be able to show different pricing in different regions in Chile, as pricing varies from area to area.





As their customer profile changes throughout the day, Pronto also wanted to be able to regularly change the advertising shown. Digital signage offers this flexibility.

Why ONELAN

Baytex, one of ONELAN's reseller in Chile, recommended ONELAN digital signage to Pronto due to its ease of use, content and display options.

What is installed

Pronto Copec have installed digital signage in four of their gas stations so far. It is used for menu boards, pricing and advertising.

In some gas stations there are eight screens. The smallest installation is one ONELAN Net-Top-Box (NTB) 510 driving a single screen, the largest comprises two ONELAN NTB 5500s each controlling four screens to create a video wall.

Content is currently generated and managed by Baytex in Chile. Eventually the content will all be managed by Pronto themselves. Player local information is also used; different gas stations show slightly different content e.g hot dog promotions or ice cream promotions on a hot day.

“We tried a lot of DS Solutions that just didn't work at all, we choose ONELAN's digital signage because of its reliability, flexible content scheduling, layout creation flexibility, detailed network monitoring and proof of play options”

**Xavier Texidó, Pronto's
Digital Signage Network Administrator.**

For further details

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