

# Case study: Retail

## Eurochange S.A installs ONELAN Digital Signage



### Case Study: Eurochange S.A, Athens



Eurochange S.A at Athens International Airport have installed ONELAN Digital Signage to replace their LED-digit boards.

Eurochange S.A. operates currency exchange booths throughout the Athens International Airport. The company was using classical LED-digit boards to inform its clients about the Buy-Sell rates of International Currencies. They required a flexible, easy to use signage solution able to fulfil the following key project objectives:

- ◆ Update prices on the fly, even off-line
- ◆ Promote most of the company's services on the same displays
- ◆ Operate an easy configurable display, deleting, adding or reorganizing currencies at any time
- ◆ Group displays and manage easily any centrally designed campaign
- ◆ Communicate new services with attractive content for cross selling purposes

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The ONELAN NTB610 with Ad Hoc capabilities was chosen as the digital signage solution; the Ad-Hoc capability is a simple, easy to use facility for local changes and input of messages, announcements, visual paging, table data, TV selection and layout changes.

The LCD panels were installed vertically to fit into limited available spaces and distinguish from other horizontal TVs as special information points.

Content wise, each display is split into two major areas: the upper part projects exchange rates in table format, while the remainder is devoted to payment methods, major offers and complementary services addressing traveller's needs. In addition each booth is now capable of passing individual messages and change rates off-line if necessary. The Net-Top-Boxes also have on/off operation of the screens for improved energy efficiency.

The digital signage was installed by Panel TV, a Greek Digital Signage expert.

*“Eurochange's Digital Signage enables them to stand out from their competition, while fitting in well with the new airport booths. On-screen communication of new offers and services is now standardised, and it is quicker and easier to update exchange quotes.”*

For further details

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