

Case study

Retaining memories of the bund sightseeing tunnel



Case Study: Bund Sightseeing Tunnel



Located along the famous Shanghai bund, the bund sightseeing tunnel connects the Puxi to the Oriental Pearl Radio and Television Tower in Pudong. Modern technologies are applied to the interior walls of the tunnel, providing passengers with pictures, patterns and views to make them feel as if they were right at the scene.

As part of the bund sightseeing tunnel's tenth anniversary, they started a photography booth service and were looking for innovative ways to promote their latest offering.

The management chose digital signage as they felt that it is an excellent tool to attract the attention of potential customers.



Project Requirements

- State of the art display system which complements existing technology found in the tunnel
- Ability to play high-definition MPEG videos and JPEGs
- Crystal clear sound system to broadcast audio content
- Easy picture file transfer via FTP which can be displayed on screens immediately
- Attractive and dynamic content creation

Solution

A ONELAN 510 Net-Top-Box was installed to drive two 47" screens, both of which are located at the Puxi entrance of the sightseeing tunnel. In the pipeline are similar plans to be carried out at the Pudong entrance.

The management was amazed at the content developed by ONELAN China, which includes an elegant layout enhanced by dynamic video and images. But it is the easy drag and drop function using the FTP server that they were most delighted with, it allows for digital photos of potential customers to be displayed almost instantaneously on the TV screens. Giving customers a thorough look through before purchasing the printed photos.

The combination of smooth audio and visual content has definitely caught visitors' eyes, prompting many to stop and take photos at the booth.

“
ONELAN'S SYSTEM HAS
CREATED ENDLESS
MARKETING POSSIBILITIES...
AND INCREASED OUR
VISITOR REVENUE.”

– Mrs Yang, Bund Sightseeing Tunnel's Staff Supervisor.