

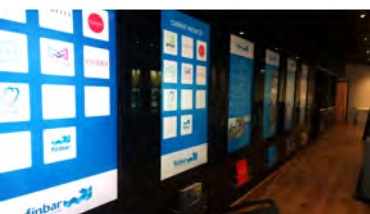


CASE STUDY

**Finbar
Property
Group**

Digital Display Suite





Finbar Property Group Digital Display Suite

It is often said that there are 7 key elements of digital signage, namely; Business, Design, Hardware, Software, Content, Connectivity and Operations. The combination of all 7 is known as a Turnkey solution and this is where Yap! Digital can help.

The trick to mastering a successful digital signage project is to nail the first key element – Business – which addresses the purpose or goal of the activity. Once this is in place, a turnkey solution will address the other six elements in an integrated and planned approach to create a modern marvel!

This recent project for WA's largest and most trusted apartment developer, Finbar, showcases how Yap!total's turnkey solution has married these 7 key elements in reality to create a stunning, effective marketing tool that delivers real value to the client. Their purpose was to provide engaging, interactive marketing materials to showcase the Group's most recent developments using real-time, integrated digital signage in the Display Suite.

Our Design solution featured a bank of touchscreens built into a custom fabricated wall, with acrylic brochure holders at the base for supplementary marketing collateral. Co-ordinating with the base builder, the Yap!create team planned and executed the project to ensure that delivery of the 7 key elements was synchronised with the trade and technical teams.

The Hardware supplied and installed included six 65" BENQ, anti-glare screen surfaces with Software powered by 6 independent media players on the Scala network. Yap!create created all the Content and page layouts to combine emotive, powerful buying messages with critical information key to assisting the viewer with buying decisions. The content displayed is dynamic and can be managed to either feature all Finbar's current apartment offerings displayed on every touchscreen, or controlled to feature specific solo projects on specific screens.

The solution offers maximum Connectivity, flexibility and control – making it simple for marketing and sales professionals to target tailored messages to different buying groups.

To ensure that the system is functional 24/7 a travel PC has been installed to remote monitor the touchscreens and media players. An ongoing Service Level Agreement gives the client peace of mind that the Operations will be monitored and rectified in the event of a technical outage.

So, to return to arguably the most critical of all the 7 elements, Business, did this client feel that their purpose had been achieved with the Digital Display Suite? "We are extremely pleased with the end product and have received great feedback from our own customers. We look forward to working with the Yap! Digital team again in the future," was their answer. We take that as a yes!

≠ SOURCE: SAMARA NORRIS EXECUTIVE MANAGER - MEMBER RELATIONS, FINBAR



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Speak up now about your next project or idea.

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