CASE STUDY
DIGITAL SIGNAGE

Media4Display

Company: **GIFI**
Industry sector: **Distribution of equipment for the home and person**
Software: **Media4Display**
Use: **Digital signage for communication at "Points of sale" and company headquarters**

Profile

Created in 1981, the brand GIFI is the n°1 in France for the distribution of equipment for the home and person. Today with over 350 retail outlets, GIFI pursues its growth and plans to open 30 more outlets.

Requirements

The head offices of GIFI wished to dynamise the image of the group and optimize installation of its sales outlets.

Convinced by the contribution of new digital technologies, it charged the groups IT director with piloting a digital signage project concerning:

✓ Their « new concept » in the fitting out of new stores.
✓ Deploying interactive kiosks to 150 stores

Solution

The IT director studied six different digital signage software solutions and finally chose **Media4Display**. Mr. Denis Binet, IT Director, explained his choice by indicating: « the coupling between the synchronization of the media files and the digital signage was relevant, the total robustness of the solution and the functionalities it brought to digital signage seduced us ».

Having used TELELOGOS MediaContact software for the totality of its data synchronizations in their 350 points of sale for more than 10 years, the IT director was confident in the performances announced by **Media4Display**, knowing that the software is built around the same synchronization motor as MediaContact.

The implementation of the project proceeded in 2 stages specified Mr. Denis Binet:

« The first stage was a test phase. These tests consolidated our choice and were carried out with the help of the Customer support team at TELELOGOS, a team which was particularly effective and reactive ».

«The second stage was the deployment. The simplicity and the speed of implementation are two important parameters for GIFI. We manage from A to Z many stores, and to be chosen, any solution must be quickly operational: this was certainly the case for **Media4Display** ».

Telelogos
3 Avenue du Bois l'Abbé - Angers Technopole
49070 Beaucouzé - France
Tél :+33 (0)2 41 22 70 00 - Fax :+33 (0)2 41 22 70 22

Use

✓ **150 stores equipped with interactive kiosks.**
These terminals make it possible to consult and order products not available in stores. « By integrating digital signage, we can, starting from the catalogue, broadcast a video corresponding to the product selected by the customer.» indicated Mr. Binet.

✓ **New concept stores**
GIFI has invested in a new concept to modernize its brand and to make it more attractive. « By choosing **Media4Display** software, we optimized our budget in the purchasing of the players. With only 1 player, we can control up to 4 screens, showing different content on each» highlighted Mr. Binet.

« We chose Media4Display digital signage software because it's a solution with a robust and evolutionary infrastructure.

With the opening of new stores, we needed to be vigilant on the performances and data synchronization of the solution and also in maintaining and administrating the players. This is why, our choice was Media4Display ».

**Denis Binet,
IT Director GIFI Group**