

Shopping in Greece with Carrefour

Customer

Carrefour in Greece currently runs 208 Acquire player units across a network of 21 stores and is part of Carrefour S.A., an international hypermarket chain headquartered in Levallois-Perret, France. It is one of the largest hypermarket chains in the world, the second largest retail group in the world in terms of revenue and third largest in profit after Wal-Mart and Tesco. Carrefour operates mainly in Europe, Argentina, Brazil, China, Taiwan, Colombia, Dominican Republic, and in Saudi Arabia, but also has shops in North Africa and other parts of Asia, with most stores being of smaller size than hypermarket or even supermarket.

Requirement

Acquire's System Integration and Network Management partner, i-Contact, facilitated the requirement for large screen displays in the Carrefour supermarkets to display special offers and promotions. An additional requirement was the ability to be able to effect remote control of the LCD screens in order to adjust the speaker volume during specific times i.e. louder volume during busy periods.

As the project developed, i-Contact requested a custom plug-in development for the System Watchdog so that they could remotely monitor the status of the back-lights inside each of the LCD displays.



Solution

The solution was comprised of: the Acquire Premier Editor Suite, Acquire Player software, the PLUS! Network content and data distribution system and a customised software plug-in developed by Working Solutions (Creative IT) Ltd, which enables the software to talk to the back-lights of the LCD monitors.

The special plug-in to control the volume of the speakers in the LCD displays, and detect whether or not the back-lights were functioning is called the RS-232 Monitor. It utilised the RS-232 connection between the digital signage player and LCD screen in order to send a signal to the back-light. If the backlight was off then the System Watchdog software would send a trigger alert email to the i-Contact engineers as well as a message to the Site Manager dashboard (via the PLUS! Network) so that the relevant action could be taken.

The deployment for Carrefour Athens has been successfully expanded from the initial nine stores up to 21 stores, and with 208 player devices and 300 screens since 2007, and has delivered messages to more than 2,000,000 customers per month so far.

Acquire is used to control play out in Carrefour supermarkets across Greece and the Greek islands, and each site contains a series of 'zones' to ensure that the appropriate content is showing in the appropriate store departments. The network is continuing to expand as i-Contact develop plans for new facilities, including coupon kiosks, special events and more.

More Information

Please call +44 (0) 116 231 8921 or 888-578-8999 if you are in the USA. Or fill out our contact form at www.acquiredigital.com/ContactUs

Acquire Digital is an internationally recognized software brand, firmly established as a provider of cost effective and turnkey digital signage and kiosk software solutions, with more than 18,000 installed players and kiosks worldwide.

Working Solutions (Creative IT) Ltd is a software development and design studio with more than 10 years of experience that provides customized software solutions and websites for digital signage and kiosk deployers across the globe.

You can also find out more about Acquire from our website at www.acquiredigital.com and you can download a **FREE 30 DAY TRIAL** from www.acquiredigital.com/freetrials