

Creating an Impact in German Travel



Customer

Sonnenklar.TV is part of the global, Munich based tour operator, FTI Touristik GmbH (www.fti.de). It is the only travel agency in Germany to have its own exclusive satellite broadcast TV channel. The general contractor behind the installation was Maixsys, Acquire's newest integrator in Germany. Whilst the on-screen graphical designs were carried out by Borsche, Sonnenklar.TV's marketing and design agency.

Requirement

Sonnenklar.TV wanted to open a redesigned travel agency in München, which would act as a Flagship store for an intended roll-out of 200 franchised stores over three years. After the first 200 stores, and additional 250 would also be redesigned. Sonnenklar.TV were keen to stake the claim as the first digital signage equipped travel agent in Germany and, through their general contractor, commissioned Acquire to put together the content, create a video wall and provide synchronised screen functionality. As usual for this sort of project, the brief was extremely ambitious and the deadline very tight, so due to the time restraint the designers at Working Solutions were drafted in to help by building the page templates in Acquire.



This photograph shows a video wall at the back, which was controlled by Acquire driving a quad head video card. But it could have also been created using four separate PCs, such is the flexibility of Acquire. There were six large screen displays on the right which were also synchronized so that they all played the same content at the same time, or they would play different content. Or they would play a synchronised flow of images or video from left to right, or from right to left. This 'ImageFlow' is another one of Acquire's advanced benefits.

Solution

The first step was to plan how the content would play-out on the screens. The first installation in Munich was the Flagship store and so had understandably been equipped with more screens than were intended for the roll-out. The store sizes varied from about 25 square metres to 120 square metres and would accommodate either two 42-inch screens or a single screen and a Totem housing a 19-inch touch screen. So the advanced features on display in the Flagship agency would not be used in the other outlets.

Acquire's page-based, graphical design function called 'Foreground/Background' enabled users to mask parts of the screen. This was a very quick and powerful way to build up page templates, and all of the displays in the store used this feature. As can be seen in the photographs, there were four displays in a two-by-two matrix set up as a video wall. Acquire has built-in functionality to create a single image, four smaller images or synchronised play-out over each display. In this instance Acquire was used to display a TV feed and create the video wall effect.



There were also two large screen LCD displays on the right side, and six at the back of the store. All of these displays were showing different content but at pre-determined moments they would all be synchronized to show the same image. This frame-perfect synchronization is

another of Acquire's advanced features. The same synchronization feature also makes it possible to create an image flow from left to right or from right to left.

More Information

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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.

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