

## News and Views from our World of Dynamic Digital Signage



**Visit us at Retail Expo 2009, Melbourne 11-13 August on ICP Stand M36**

### **The Green Initiative**

Being a New Zealand based company we are keenly attuned to the need for preservation of the planet. Digital Signage systems can be major contributors to wasteful consumption of precious resources. At Wallflower Global we are committed to delivering solutions that minimise this impact as far as possible. Our new partnerships with Sharp Corporation and iSignpak demonstrate this commitment. Sharp corporation are recognised as not only providing the 'greenest' possible hardware but also embracing the green philosophy throughout their organisation from using solar power in their manufacturing plants to minimising power consumption in their branches. iSignpak have been developing power efficient hardware for many years culminating in their current product range. This approach was a major factor in our choice of iSignpak as suppliers of the new Wallflower Signage players. We are confident that our players deliver significant power savings over using off the shelf PCs as players. A complete Wallflower solution using Sharp and iSignpak is the most power efficient solution available. Ideally these should be installed in conjunction with proximity detectors to switch off displays when no viewers are present.

### **Reseller News**

As the worldwide family of Wallflower Distributors and Resellers continues to grow we feature new members each month. We would like to welcome:

Probably one of our most exciting announcements for a long time. Sharp NZ the local subsidiary of Sharp Corporation has become a Reseller for Wallflower. We have worked with Sharp for some time and been continuously impressed by the quality of their products and commitment to high quality customer service. The partnership will allow Sharp to propose Wallflower as their recommended solution. The recent release of their latest generation of commercial displays has raised the bar in a number of areas. Now they are able to supply Wallflower as a solution we look forward to exciting times ahead.

As part of our new Player Hardware initiative, our supplier iSignpak of Sydney Australia have also become a Wallflower Reseller. Officially launching at the Retail Expo in Melbourne in August the partnership means that iSignpak will supply a range of Players pre-loaded with Wallflower to their own Reseller network and to Wallflower Global. More details about the Players further on in this Issue.

NeuroTIC from Spain. Appointed through Clikingo UK as one of their Resellers we wish them a bright future with their interactive opportunities.

Snaparrazi of Auckland has become a Reseller specialising in Directory Board advertising. Their background in providing Corporate Videos to most of the top New Zealand companies means we can look forward to some of the highest quality content on their displays.

### **Star Resellers**

This month our Gold Star award goes to Clikingo of the UK who have landed a deal to provide Wallflower to a large entertainment complex in the North. We will announce full details later but it includes one of the largest external full HD video walls in the UK as well as a number of very large HD video walls indoors and several Wallflower Navigator kiosks.

A special mention for Cloud Productions of Auckland who continue to install Wallflower into entertainment venues in conjunction with their Digital Jukeboxes.

Other deals closed this month came from Snaparrazi, IVIEW with their great kiosks and of course Dynamic Displays who have installed further JayJays video wall signage and will install signage for a coffee house chain next month.

Other significant installs this month included the Christchurch Casino and of course the launch of the Skycity Navigators.

Now officially launched, the Navigators allow Skycity patrons to easily locate facilities throughout Auckland's largest entertainment complex. Whether they are looking for the Casino, Grand Hotel, Conference Centre, Skytower or simply an ATM, the Navigators provide not only the shortest route to a destination but couple this with What's On and promotional details able to be updated instantly. If a kiosk is moved it is a 30 second job to change the routing remotely with the Wallflower Scheduler.

### **Functionality Spotlight**

We are constantly surprised at the new applications for Wallflower that are brought to us every week. One of the latest is for queue management. A Detective unit is used in conjunction with push buttons installed on shop counters. Wallflower is able to determine which teller or assistant has pressed a button and automatically change digital displays or light boxes to advise the next free counter. In conjunction with this we are able to supply a module to provide automatic numbering. This is ideal for say a medical complex where patients are given a number at reception. Doctors can then press a button or click a mouse to send a 'Next Patient' message to a waiting room display and have it show the queue number.

A new Release of Wallflower is now available on our Website. Users with ALF subscriptions may upgrade at no cost. This includes a number of new features especially the ability to specify the date/time window for media to appear. Although this feature is already delivered by Override Schedules the ability to set the date/time when Media is valid for any piece of Scheduled Media is very useful.

### **Wallflower Players**

We are pleased to announce the release of a range of Wallflower Player hardware. The manufacturers, iSignpak of Sydney Australia have been building electronic products for over 20 years. In the last few years

their Signage Players have been installed worldwide for most of the biggest names in the business. One of the largest and most respected manufacturers of Signage displays now use iSignpak players exclusively whenever they are asked to supply Player hardware.

One of our main reasons for adopting iSignpak as our supplier is that all their players are fanless and consume significantly less power than a normal PC.

The Players come in 3 different configurations to match the demands of the installation. Ranging from a small but powerful model able to handle most demands up to a high power version able to drive the most challenging high definition installations. All of them have a 2 year warranty but we confidently expect them to be trouble-free for many years more than that. Able to operate in ambient temperatures up to 60 Centigrade means these units are ideal for mounting behind displays or in ceilings.

We are particularly pleased that iSignpak became a Wallflower Reseller after a worldwide hunt for signage software they felt could match their needs.

### **Our Take on the World of Digital Signage**

The following comments are mainly our own perspective and may not agree with other suppliers to the market!

It has been very sad recently to read of the difficulties encountered by a number of the major forces in the DDS market. The root cause of the problems encountered by software suppliers and network operators seems to be a combination of falling ad revenues, over optimistic forecasts of sales and especially, large and complex hierarchies of staff.

Unfortunately these problems provide bad press for our emerging industry and discourage many potential users.

At the same time we are constantly being contacted by enthusiastic companies who want to discuss us providing software to drive a new advertising network. They always remind us of new arrivals in Hollywood waiting to be spotted by talent scouts expecting to be the next Brad Pitt. Generally our advice is the same as that given to aspiring new winery operators. 'To make a small fortune in the wine business start with a large one'.

Hopeful network operators all seem to work from the same premise. 'We will put in a few displays, maybe 10 or 20 and as our ad revenue grows so will our network'. Sadly the main problem is it is hard to make enough money from the sort of advertisers small networks attract, such as the local dry cleaning store, to cover setup costs let alone invest in growing the network. Major product advertisers are not interested in appearing on a few displays.

One option is to partner with an established network infrastructure owner who is happy for a non competitor to buy space on their network. In New Zealand the Health TV network is the most reliable and sophisticated available. Nationwide it allows delivery of very large volumes of Media to remote displays. The Health TV network operators are always interested in talking to organisations who want to use their infrastructure to support a new advertising network.

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