

News and Views from our World of Dynamic Digital Signage

Welcome to the inaugural issue of India Digital Signage Focus

This will be distributed to many contacts throughout India on a monthly basis. At the same time it will be available for downloading from our Website www.wallflowerglobal.com

What is Digital Signage?

Most readers will be familiar with Digital Signage (DS) but for those who are not....

We're starting to see them everywhere, large displays showing advertising, flight information, customer service advisories, company branding and much more.

Signage has been an important part of our lives for thousands of years. In ancient cities archaeologists have found directional signs, advertisements and many other signs. There will always be a need to provide signage for a multitude of purposes.

As technology has developed so has signage. When electric light was invented it was not long before advertisers were using them behind posters so they stood out at night. This was the birth of the modern 'light box' we see everywhere. When neon lights were invented they were soon used as the staple signage for city centres, casinos etc.

The modern displays you are seeing now use a combination of computer technology and the same display technology used in televisions and home theatres. This is known as Digital Signage or DS for short. It displays Digital Images such as videos and photos. These are the same as the images on your digital camera.

Digital Signage in India

India is one of the world's most dynamically growing economies. As the economy grows India has begun to adopt many advanced technologies especially in the area of electronic communications. DS is an ideal vehicle to replace existing static signs and to provide new channels for advertisers or for corporate communications. Coupled with interactivity DS provides unique opportunities to provide not only flexible easily updated communications but also an unheralded level of connection to consumers visitors and staff.

Wallflower Global in India

Wallflower Global (WG) is a New Zealand based developer of DS software and hardware. With over 8 years experience providing solutions for some of the world's leading organisations, our DS software, Wallflower, has become one of the world's most popular.

With some key Resellers appointed and with several initial sites installed WG management decided to consider opening a branch operation in Mumbai in 2011. A Director of Channel Sales for India and Asia, Mr. Ketan Shah was appointed and undertook preliminary fact finding during late 2010 and early 2011.

Featured Installation

Each issue we feature an installation as an example of Wallflower in action.

This month it is the Manchester United Restaurant and Bar in Bangalore. Manchester United is one of the world's most recognisable brands. A growing international chain of Restaurants and Bars provides ManU fans not only with a venue to meet and discuss the team but also a sports bar to watch sports action from across the world whilst enjoying first class food and drink in a luxurious atmosphere. Thanks to Venuraj Janakarajan of Breakthru Digital/Online Systems our Bangalore based Reseller.

The shots below show two of the large format LCD panels behind a bar and a giant projection screen.



Management can now choose to display promotional media on the screens along with live TV and match replays.

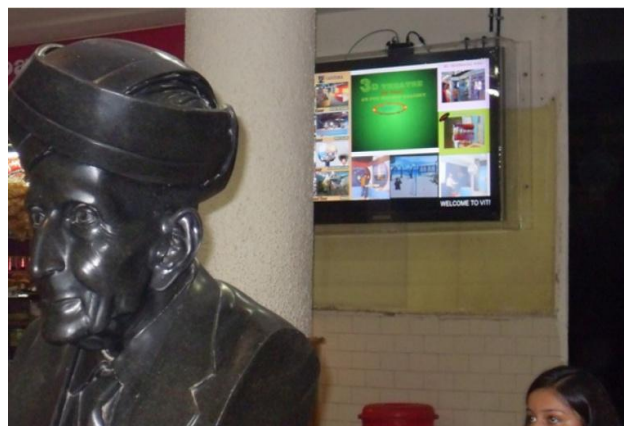
Reseller Spotlight

It is natural for us to turn our spotlight on Breakthru Digital for our first issue. Breakthru Digital is one of India's first specialised Digital Signage companies offering a one-stop shopping experience for businesses looking for dynamic digital signage and professional display solutions. Breakthru digital is a team of seasoned professionals and lively entrepreneurs hailing from technology, media, creative content, operations, sales and research backgrounds.

A Wallflower Reseller for only a few months, Breakthru have already installed several Wallflower sites and are on track to become a major force in the Indian DS market.



Taegutec Electronics City Bangalore



Visweshwaraiah Institute of Technology
Museum Bangalore

Wallflower Contact in India

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