

Case study: Digital Out-Of-Home

LG Electronics use ONELAN Digital Signage for Impact at Peru's Jockey Plaza Shopping Center



Case Study: LG Electronics



LG Electronics is a multinational company that believe that technological innovation is the key to success in their marketplace. Founded in 1958, they have led the way in introducing advanced digital products and applied technologies to their customers. With commitment to innovation and assertive global business policies they aim to become a worldwide leader in advanced digital technology.

Project objectives

LG Electronics wanted to successfully brand their products using digital signage at the Jockey Plaza Shopping Center, one of the largest and most popular shopping malls in Lima, Peru. They chose digital signage as they felt it would be an excellent tool for their marketing purposes as it attracts potential customers attention through dynamic media content. Furthermore it is an exciting new technology for Peru.

The system required by LG Electronics needed to be reliable, and controllable through a Local Area Network (LAN) as well as remotely via a Wide Area Network (WAN).





What is installed

48 LCD Monitors are tiled together placed one next to each other around a 50 meter circular perimeter at the Jockey Plaza Shopping Center, creating a 360 degree media illusion.

There are three groups:

- ◆ One ONELAN Net-Top-Box (NTB) 5505 player drives a group of 20 monitors in 5x4 video wall mode (Northern Video Wall).
- ◆ One ONELAN NTB60 player drives two groups of 4 monitors in 4x1 video wall mode (Eastern & Western Video Walls).
- ◆ One ONELAN NTB5505 player drives the last group of 20 monitors in 5x4 video wall mode (Southern Video Wall).

The 5x4 video walls are not placed as "regular squared" video wall: the second column is placed beside the first column, the third one beside the second column and so on.

By using this set up the cost savings are considerable as three ONELAN NTB players drive 48 LCD Monitors instead of having to use 48 ONELAN NTB players.

The system is being managed remotely: a LAN has been deployed with 53 Network Points (LCD monitors and NTBs included).

End result

LG Electronics are very happy with the results and were particularly pleased that the project was delivered successfully in time for key advertising during the football World Cup 2010.

For further details

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