

Case study: Hospitality

Aramark cooks up a storm with ONELAN



Case Study: Aramark

Background

Aramark have a contract with Codelco, Chile's biggest mining company, to manage and operate their canteens.

Project objectives

Aramark's contract with Codelco requires them to supply accurate menus; if these are incorrect they are fined.

Real samples of each dish on the menu had to be displayed in each cafeteria, but because of the conditions in the mine cafeterias, these did not last very well, and by the end of each day did not look very appetizing.





Why digital signage

They wanted an automated, hygienic way to show menus in the different cafeterias located throughout two of Codelco's mines. Each mine has 30 cafeterias.

Aramark needed a solution to show the correct menu choices, including menu of the day and healthy eating campaign information with calorific value and colour coding for each dish: green for organic choices, yellow for meat, red for less healthy options.

Why ONELAN

Aramark selected ONELAN digital signage due to its Ad-hoc capability, the ability to combine soundtracks with moving text and ability to connect to different RSS feeds. In addition the ONELAN Century Net Top Box (NTB) 510 can be installed behind the screen.

What is installed

Grupo Clan, ONELAN'S distributor in Chile supplied the digital signage and managed the installation. 60 ONELAN NTB 510s (one in each cafeteria) are networked & monitored remotely via DSM using the customers' network.

One NTB 620 publisher is installed in Grupo Clan's headquarters in addition to a ONELAN DSM SC1000, and an FTP server. The screens used throughout the cafeterias are 40" LCDs.

For further details

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