

For Release: July 09

## COMMUNICATING TO AN AUDIENCE WHO CHANGE EVERY DAY WITH ONELAN DIGITAL SIGNAGE



ONELAN installs digital signage in Avanta serviced offices

July 2009..... Digital Signage Specialist ONELAN has installed Net-Top-Boxes throughout Avanta's serviced offices for a consistent corporate look and feel.

### Background

Avanta provide a range of services, from serviced offices to virtual offices to ad-hoc meeting rooms. They offer these services in prime locations around the UK and in India. Customers can hire rooms either by the hour, weekly, monthly or yearly. The customers maybe large corporate firms who need to have extra space or small one-man-bands looking to hold professional meetings for a morning.

### What was required

They were looking for a consistent corporate look and feel, throughout all their offices. However they needed to have a means to be able to adapt their foyer environments suitably for their ad-hoc customers as and when required. It was felt that there was also a need to supply information relevant to the businesses visiting the offices.

### How to do it?

It was felt that a Digital Signage Solution would achieve all of the above priorities. ONELAN's Net-Top-Boxes (NTBs) were chosen as the Digital Signage solution, due to their flexible scaling options and the layout designs available. To reach such a large audience base, the screen layout flexibility and scheduling were of high importance. The ONELAN NTBs allow a screen to be divided up into different Zones, which allow different media formats such as Live TV feeds, RSS feeds, animations, still images and audio. Thereby allowing the flexibility within the Avanta layout to brand the screen appropriately for the visiting customer at that time.

A screen and NTB have been placed in the foyers of each of the office buildings, attracting the attention not only of their customers, but also the visitors from other organisations visiting them. The screens show live satellite feeds, the latest traffic information, welcome messages and directions to meeting rooms. This provides an informative and worthwhile display to be appreciated by any visitor.

### The End Result

The ONELAN Digital Signage solution has been of benefit to all concerned and there have been positive comments from customers and their visitors.

"The ONELAN digital signage system has enhanced our profile with our clients and visitors at the various buildings around the UK and in India. The layout of the screen has met with our request for anonymity but subtly includes our corporate colours. Visitors' attention is drawn to the screen with an eye-catching welcoming message and an active screen rather than a static message. Those clients requiring visual representation on the screen are accommodated and they feel that their image has been enhanced with their clients.

We are very pleased with the system and are continuing to install in our new offices".  
says David Kinnaird, Commercial Operations Director.

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ONELAN was founded in 1988 and has been developing Digital Signage products since 2001. It has developed leading edge hardware appliances and software products that deliver ease of use, manageability, network security and scalability to the world of Digital Signage.

The company's Net Top Box devices are used as standalone appliances and in dynamic digital media networks within retail, education, industry, government and hospitality. ONELAN's NTBs are now installed in a variety of organisations including such well-known corporates as Airbus, ING Bank, Vodafone, Virgin Holidays and PricewaterhouseCoopers.

ONELAN Ltd is based in Henley-on-Thames, Oxfordshire.

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