



CASE HISTORY

FRATELLI CARLI S.p.A.

Digital interactive communication for the retail world

A new way to communicate and interact with Customers

Aitek has provided the technological platform for the implementation of a Digital Signage network at the 17 emporiums that Fratelli Carli, a leading company in the production of olive oil, has opened in different Italian cities.

This network currently features 73 players for the management of touchscreens that furnish the in-store departments. The monitors broadcast customized playlists and layouts with advertising and corporate contents, as well as streaming videos about promotional events organized within the stores. The interactive displays allow access to the websites set up by Fratelli Carli.

The solution also includes 3 interactive kiosks, employed at trade fairs or promotional events, and a videowall located inside the point of sale at the Orio Center shopping mall, in Bergamo.

The management of contents and programming their distribution to the monitors is possible thanks to TVIP-Director, the web application developed by Aitek for the management of Digital Signage networks. TVIP-Director allows system administrators to independently manage the entire network (distributed players and monitors), modify player configurations and add new ones in case of network extensions directly from the center, with no need of on-site interventions.

TVIP-Director is a content manager equipped with all the typical editing and programming tools for a Digital Signage network: from multimedia ingestion (audio/video clips, images, slides, web content, text content, RSS) to the creation of custom layouts, playlists and channels. A reliable and easy-to-use tool that allows to quickly and securely disseminate updated information in real time and distribute content scheduled according to the place and time of broadcasting.

Through the monitors, customers can discover how Fratelli Carli products are born, access information on the range of products and much more. The high quality and interactivity of the solution provided by Aitek makes a visit to Emporio Carli a real "sensory experience" able to transfer to customers the values and flavors typical of the Ligurian and Mediterranean gastronomic culture.



Main features

- 77 players for the management of touchscreen monitors, 3 interactive kiosks and a videowall at 17 stores
- Content type: Web/Video H.264/MPEG4
- Monitor location: on the shelves inside the food department, in the shop windows, in the cosmetics department
- Sending content to players as channels and playlists
- Easy-to-use application for content ingestion, channel design and content scheduling
- Customized scheduling of content broadcast based on monitor location
- Remote management of the network of players, configuration tasks with no need of on-site interventions



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