

Samsung case study

screenFX

case study



ScreenFX

ScreenFX delivers digital advertising to shoppers through the installation and operation of a network of large display screens within the main traffic areas of prime retail environments across the UK. By March 2006 the company will provide a conduit through which advertisers can reach more than 300 million customers annually.

ScreenFX technology does not simply provide customers with product and brand information; it also allows them to interact directly with advertisers via the use of small screens below the main display interfaces, enabling them to access the latest product or store information. 'Informing the customer is vital' says Chris Green, Business Development Manager of ScreenFX. 'Whether that is with the latest product information, where to find the store they are looking for or simply the times of the next train, the enhancement of the customer experience is what ultimately drives our revenue.'

ScreenFX gives advertisers the opportunity to maintain live action

continuity of key brand messaging on the threshold of the point-of-purchase, delivering advertising precisely where and when shoppers are ready to spend. The company already has plans in place for future rollouts to new locations including airports, rail terminals, sports stadiums and large stores.

Recognising that as technology advances the company itself must evolve,

ScreenFX continues to provide clients with leading edge solutions for reaching their customers, in forms that are truly exciting, arresting and, of course, cost efficient!

The Challenge

In order to find the best display product, ScreenFX needed to consider four key areas: Display size, technical performance, technical support, and cost. 'In this business' says Chris Green, Business Development Director for ScreenFX, 'size really does matter; with the sheer enormity of today's shopping malls, even a large display screen can be reduced to a dot on the landscape, and as our conduit to the public, display

screen visibility is key, as the visual impact to the shopper is paramount.' Performance was also a key consideration, and for this the display screens needed to measure up in a number of different ways. First was the quality of the picture definition.

'Advertisers want to be sure that their messages are not only eye-catching but also crystal clear so that they can be seen by as many people as possible, from as many angles as possible, at any one time' said Chris, 'therefore picture quality in bright light is key.'

The internal technical team within ScreenFX was also looking for technology that would not only support new forms of media but also evolve as media technology advances. 'With the latest technology available to us' says Chris, 'creating and producing screen content is surprisingly cost-effective, with dynamic content costing the same as traditional two dimensional designs and artwork. As this technology keeps evolving, we need to be sure that the platforms we use and invest considerable sums of money in will evolve with it.'

Lastly, but by no means least, ScreenFX needed to be sure that any supplier they chose would be able to provide the right level of after-sales support. 'If anything went wrong with one of our displays' says Chris, 'we would want it out and replaced with the absolute minimum of downtime.'

With the areas of consideration being cost, size of screen, technical performance and after sales support, ScreenFX chose three products from three leading display manufacturers for analysis. Among these products was the Samsung PPM63H3 63" plasma screen.

The Solution

Two of the suppliers products passed the technical evaluation. They were then judged on the technical support available from the supplier and the cost of the unit itself. Following the full evaluation, the product chosen was the Samsung PPM63H3 63" plasma. 'Essentially we needed the largest screens available at the best value for money and Samsung were able to provide this' said Chris. 'The PPM63H3 plasma passed all our technical evaluations and on-site

requirements. In addition Samsung were able to provide screens almost on demand to perform testing and as well as giving constant support to our development team to enable our software to work with the screen's serial interface. These factors, over and above what we had asked for, obviously boded well for our future relationship.'

Implementation

The first screens were installed in shopping centres in Q4 2004, with the portfolio increasing to over 200 Samsung screens at present.

The Future

'The market is changing all the time and we are always keen to look at the latest technology and how it compares to our existing products purchased' says Chris,

'our relationship with Samsung can certainly be viewed as a successful one, for both parties. The support we receive is excellent.'

'We have also used the service /swap out in the event of failures and we were provided with "gold stock" in order to allow us to swap out screens quickly.

ScreenFX

- 63" Plasma Screen is the industry's largest
- 1366 x 768 Pixel Resolution - HDTV Compatible
- Wide Screen Aspect Ratio (16:9)
- Split Screen & PIP (Picture-in-Picture)
- Samsung DNIe (Digital Natural Image engine)
- Enhances Contrast & Detail, Reduces noise and improves White balance
- 1000:1 Contrast Ratio
- 700 cd/m2 Brightness
- Fanless Cooling System
- New Thin Bezel Design (1.3") & Thinner Depth (3.1")
- 2 Year Parts and Labour Warranty
- 10-Watt Per Channel Built-in Audio Amplifier



About Samsung

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2004 parent company sales of US\$55.2 billion and net income of US\$10.3 billion.

Employing approximately 113,600 people in over 90 offices in 48 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business.

Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com/uk



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