

BrightSign powers 28 synchronised screens in world's most modern sportswear store

ECN Europe

Intersport Eybl, Austria's foremost retailer of sports equipment and sportswear has chosen [BrightSign](#) [1] as the digital signage solution for its new flagship retail store - Eybl World Store Vösendorf just outside Vienna, Austria.

The 14,000 square metre store features four video walls driven by 28 BrightSign digital media players deliver Full HD content, custom produced for specific departments and synchronized over a secure network. A specially developed Internet portal allows store managers to upload content and enables the installation partner to offer proactive service and management of the players.



[2]Intersport Eybl's World Store

Vösendorf, opened in January, is modelled on the Olympic Stadium in Beijing, embodying lightness and transparency, with dynamic shapes and colours representing the success of Eybl through sporting spirit and innovation. To engage and inspire customers within the four-level sales area, Intersport Eybl commissioned Lackner Mediasystems to create four video walls. One of these is located in the middle of the entrance area, and consists of four x four 46-inch displays, which stands out as the main visual highlight. Another eye-catcher is the display wall in the denim-theme area, which uses displays oriented vertically and horizontally in a combination that creates an unconventional, attention-grabbing presentation. Further two display walls, each with two displays are used within other themed areas.

Each of the 28 screens is controlled by BrightSign HD210 digital display controllers and play Full HD content with individual displays in each wall synchronised via the BrightSign's Ethernet connection. The HD210 Networked Looping Model offers a robust media-handling platform for superior video and image playback performance, with Full HD 1080p video playback, looping media and simple-to-use

playlist creation and publishing through the included BrightAuthor software. Its multi-zone and full screen layouts support video, images and text tickers, whilst networking capability enables Live Text, Twitter feeds, networked databases and RSS content feeds.

The Internet-connected BrightSign media players offer substantial benefits to the end-user, as the AV integrator's CEO Udo Lackner explained: "We believe BrightSign has a successful future in the growing signage market, which is why we decided to standardise on it, and recommend BrightSign rather than any other media player. It has proven so popular with many customers as well as Eybl, that we established our own portal where the customer simply uses an Internet connection and the BrightSign will be automatically routed to our portal. The content administration functions built into the portal support easy handling of content updates for our customers. A further advantage of the portal is that we can offer proactive service and diagnostic reports, since the BrightSign players can be automatically accessed and controlled remotely."

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http://www.ecnmag.com/news/2012/06/brightsign-powers-28-synchronised-screens-world%E2%80%99s-most-modern-sportswear-store?qt-most_popular=0

Links:

[1] <http://www.brightsign.biz>

[2] <http://ecneurope.files.wordpress.com/2012/06/140612-brightsign.jpg>