

European Broadcasting Union

The European Broadcasting Union is the largest association of national broadcasters in the world, with 75 active members, from 56 countries in and around Europe, and 43 associate members around the world. It has recently chosen the TV-TOOLS digital signage system for displaying room booking information, and to play EBU partner television and EBU/Eurovision corporate videos.

EBU chose TV-TOOLS, together with the large format GM-F LCD professional monitors, as this formed one complete full HD digital signage solution, compatible with 1080p video files.

The purchase included six of the large 52" GM-F520S monitors, one 42" GM-F420S monitor, and one large 65" GD-F65L1 display. With so many EBU members, they needed a flexible room booking system, so bought 1 Designer and 8 Player TV-TOOLS licences to run this using their network. ■



Stücki, Basel

Nowadays, people expect shops to be more than just places where they make purchases; they want to feel good, to have exciting experiences and to be given direction. To meet those expectations in the Stücki Shopping Mall, the Basel-based media company, iart interactive ag, contributed the multimedia narrative staging to complete the architectonic and communication concept and choose TV-TOOLS systems for the digital signage.

Shopping centre installs 80 displays with TV-TOOLS

The shopping experience begins as soon as you approach the Stücki towers. They are covered with 15-metre high LED displays that change their appearance with patterns, text messages or images, depending on the needs of the shopping centre and its shops. In every part of the centre, visitors can obtain orientation assistance and information via digital signage, powered by TV-TOOLS software running eighty large format 42" GM-F420S LCD monitors.

"We decided to provide content on both sides of 'columns' and along the pathways in a way that information would always be within visitors' field of view," explains Valentin Spiess, iart interactive's founder and CEO. The media planners considered the best technical solution for the columns to be high definition monitors placed one above the other, however they had to be

directly controllable, administered centrally and supplied with a wide variety of media, including text, images, video, internet and TV content, all transmitted in real time.

Digital signage software TV-TOOLS is perfect for such an application, allowing content to be played on several monitors, supporting various file formats and offers flexible data input via user-friendly templates. "When we were developing the columns, we were greatly assisted by the high degree of flexibility shown by the developers of TV-TOOLS," said Valentin. "The constructive cooperation between us resulted in the software being easily tailored to the desired application."

"It was important to select robust, upgradable components – TV-TOOLS was perfect for this"



When evaluating monitors, the selected TV-TOOLS software determined the choice of eighty 42" GM-F420S LCD displays. They are full HD, can be mounted in portrait mode, playable with several layers and can be used 24 hours a day, 7 days a week.

Valentin Spiess is pleased with the choice of components; "The media solutions we create need to have high quality design and technical characteristics that are geared to the long term. It was therefore important to select robust, upgradable components for the columns – TV-TOOLS and the GM-F screens were perfect for this. Users enjoy the system's flexibility and it always remains up to date." ■