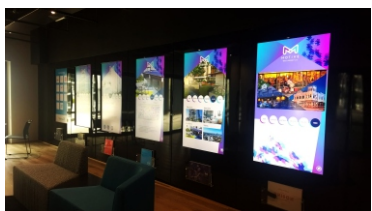
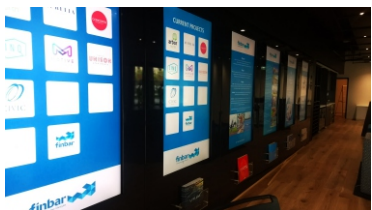




Display Suite Digital Signage for Finbar





It is often said that there are 7 key elements of digital signage, namely; Business, Design, Hardware, Software, Content, Connectivity and Operations. The combination of all 7 is known as a Turnkey solution and this is where S&L Digital can help.

The trick to mastering a successful digital signage project is to nail the first key element – **Business** - which addresses the purpose or goal of the activity. Once this is in place, a turnkey solution will address the other six elements in an integrated and planned approach to create a modern marvel!

This recent project for WA's largest and most trusted apartment developer, Finbar, showcases how S&L Digital's turnkey solution has married these 7 key elements in reality to create a stunning, effective marketing tool that delivers real value to the client. Their purpose was to provide engaging, interactive marketing materials to showcase the Group's most recent developments using real-time, integrated digital signage in the Display Suite.

Our **Design** solution featured a bank of touchscreens built into a custom fabricated wall, with acrylic brochure holders at the base for supplementary marketing collateral. Co-ordinating with the base builder, the S&L Digital team planned and executed the project to ensure that delivery of the 7 key elements was synchronised with the trade and technical teams.

The **Hardware** supplied and installed included six 65" BENQ, anti-glare screen surfaces with **Software** powered by 6 independent media players on the Scala network.

S&L Digital created all the **Content** and page layouts to combine emotive, powerful buying messages with critical information key to assisting the viewer with buying decisions. The content displayed is dynamic and can be managed to either feature all Finbar's current apartment offerings displayed on every touchscreen, or controlled to feature specific solo projects on specific screens.

The solution offers maximum Connectivity, flexibility and control – making it simple for marketing and sales professionals to target tailored messages to different buying groups.

To ensure that the system is functional 24/7 a travel PC has been installed to remote monitor the touchscreens and media players. An ongoing Service Level Agreement gives the client peace of mind that the Operations will be monitored and rectified in the event of a technical outage.

So, to return to arguably the most critical of all the 7 elements, Business, did this client feel that their purpose had been achieved with the Digital Display Suite? *"We are extremely pleased with the end product and have received great feedback from our own customers. We look forward to working with the S&L Digital team again in the future,"* was their answer. We take that as a yes!

≠Source: Samara Norris Executive Manager – Member Relations, Finbar

To discuss your own digital signage strategy
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The image shows a series of digital signage displays in a dark room. The displays are arranged in a row, and each one shows a different advertisement. The most prominent display on the right is for 'finbar', which features the company logo, the tagline 'developing better lifestyles', the website 'finbar.com.au', and a badge stating 'ASX TOP 500 LISTED WA'S LARGEST & MOST TRUSTED APARTMENT DEVELOPER'. Below this, there are four smaller badges for 'UDA 2012 WINNER', 'UDA 2013 WINNER', 'UDA 2014 WINNER', and 'UDA 2015 WINNER'. A 'View more projects' link is at the bottom. The other displays in the background show similar content, including a 'FINBAR LOYALTY CLUB' advertisement with a list of member benefits and a photo of a family.

finbar
developing better lifestyles

finbar
developing better lifestyles

finbar.com.au

ASX
TOP 500 LISTED

**WA'S LARGEST & MOST TRUSTED
APARTMENT DEVELOPER**

REWARDING LOYALTY CLUB -
100% DELIVERY ON 4433
APARTMENTS

UDA 2012 WINNER UDA 2013 WINNER UDA 2014 WINNER UDA 2015 WINNER

► View more projects