

# MediaTile Customer Case Study

## Buffalo Technology Deploys MediaTile “Smart Signs” In Fry’s Electronics

### MediaTile Breakthrough Makes Networked Digital Signage Now Affordable For Mass Deployments

#### Solution Highlight

Buffalo Technology has deployed MediaTile’s *Cellular Digital Signage* solution In Fry’s Electronics stores to promote their latest product offerings. Buffalo’s adoption of the MediaTile solution is the world’s first deployment of networked digital signage that eliminates the need for costly and complex in-store technology infrastructure to receive, schedule and play video content at the shelf.

#### Key Customer Problems

Buffalo Technology needed a networked digital signage solution for in-store deployments that could out-market their competitors, increase product sales, quickly respond to competitor’s special offers, and be deployed in any Fry’s Electronics retail end-cap locations without requiring in-store IT networking and server infrastructure.



#### Situation

Buffalo Technology, a world leading provider of wireless network equipment, storage solutions and memory products for home and office use, had just released their latest product family and achieved a new position in the marketplace – the easiest to install and operate, with the most robust feature set. One problem remained – just how to get that message seen, heard and understood to hundreds of thousands of consumers visiting Fry’s Electronic retail stores.

“Buffalo Technology’s use of the MediaTile solution represents a new direction in the market for networked digital signage solutions. We have eliminated the number one barrier to the adoption of networked digital signage for Brands and Retailers: in-store technology infrastructure.”

Keith Kelsen

President and CEO, The MediaTile Company

With consumers making nearly 70% of today’s product purchase decisions right at-the-shelf, it was imperative that Buffalo Technology use a point-of-purchase (POP) promotion that made them stand out among the other vendors. Buffalo also needed the flexibility to quickly deploy and move displays within stores as better end-cap locations became available. And, in the event they needed to run a special promotion, or adapt their product message by region, their POP display needed to be updateable quickly and conveniently.

Because of these promotional requirements, Buffalo Technology had decided to evaluate the use of networked digital signage at the shelf. By incorporating networked digital signs in their end-

caps, Buffalo could use instructional product videos to stand-out among their competitors who were using traditional, paper-based, displays. Like all vendors, Buffalo needed an in-store digital signage solution that was simple and cost-effective. Ideally, Buffalo needed a solution that didn’t require complex in-store network and server infrastructure, or static DVD plays that don’t stand up to the rigors of continuous use in retail outlets. Buffalo’s requirements brought them directly to The MediaTile Company.

#### Solution Overview

The MediaTile Company’s unique approach to in-store networked digital signage was just what Buffalo Technology was looking for. MediaTile developed the world’s first *cellular* digital signage solution for in-store digital point-of-purchase promotions. Simply put, the MediaTile solution eliminates the number one barrier that Retailers and Brands have in deploying networked digital signage: the costs and complexities of the in-store IT infrastructure to send, store and play promotional content.

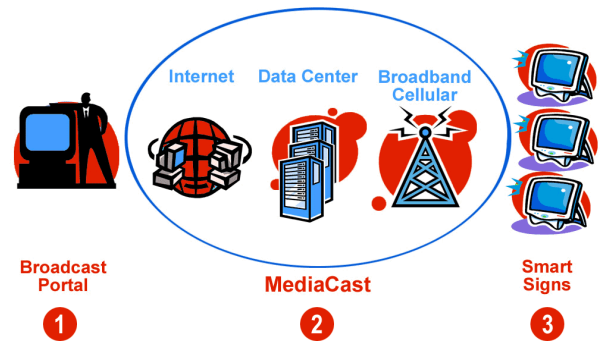
Buffalo began implementing the MediaTile solution in Fry's Electronics just before the 2004 Christmas Holiday shopping season. Unlike other Networked Digital Signage solutions that require in-store wi-fi or hard-wired ethernet, server systems that store and schedule content playback, and a persistent connection from each store to the Brand's or Retailer's headquarters, the MediaTile solution required Zero In-Store infrastructure. Because of this, Buffalo deployed the MediaTile cellular digital signage solution using their merchandising reps in a matter of minutes. With a quick check by the Fry's merchandising floor manager, the system went live within an hour.

**"Prior to the MediaTile solution, we had absolutely no way of deploying networked digital signage at the shelf."**

Morikazu Sano, Vice President of Product Marketing and Public Relations, Buffalo Technology

The MediaTile solution employs a unique combination of technologies. MediaTiles are essentially "smart signs" that integrate three fundamental components: a flat-panel digital LCD or plasma display, on-board intelligence and data storage and to schedule and play content, and integrated cellular-data-networking services. Each smart sign, or "MediaTile", communicates through the Verizon Wireless cellular data network directly with a centralized data center environment where master schedules are created, and content is uploaded and approved for delivery to each "MediaTile" by either the Retailer or the Brand.

The overall environment that controls the scheduling and delivery of content to MediaTiles is the MediaCast System. The combination of MediaTile smart displays and the MediaCast system is unique in that no additional software or systems are required by either the Retailer or the Brand at their corporate locations, nor in each store to control and use the system. Retailers and Brands interact and control their content, in-store scheduling, and updates with their own MediaCast secure Web portal. With this solution in place, Buffalo can upload digital video content quickly and easily, schedule playtimes for this content on an aggregated basis, on a store-by-store basis, or on a device-by-device basis. The system also includes built-in health monitoring and alerts, and ongoing automatic maintenance for each MediaTile device.



1. Retailer/Brands Uploads Content & Schedules Promotions via Web
2. MediaCast delivers content via internet, Data Center & Cellular Network
3. In-Store MediaTiles Automatically Play Digital Promotions

With the elimination of infrastructure at every level, especially in each store, Buffalo Technology has tremendous flexibility in where and when they can deploy networked digital signage. For the first time ever, the Brand (Buffalo Technology), can deploy networked digital signage to any in-store location that has power. Prior to this, Buffalo would have worked with Fry's or other Retailers to set up an in-store networking system; a costly, complex and cumbersome process that would have involved IT departments on both sides.

### **Key Solution Benefits**

By using the MediaTile cellular digital signage solution, Buffalo has gained all the advantages of using networked digital signage without any of the costs and complexities typically associated with these environments. Solution benefits include:

- Increased product sales from point-of-purchase video
- Faster deployment of digital POP promotions
- Centralized control of content and playtimes
- More flexibility for in-store digital signage placement; just add power
- Keeping control of complete system within marketing
- Elimination of costs and complexities in deploying and managing in-store infrastructure
- Faster content deployment to all, or selected, devices

**"We chose the MediaTile solution because it provides us with a tremendous competitive advantage. We now have a virtual 'digital-salesman' right at the shelf, telling consumers about our products. And if we need to change or update our message, we can do so at will."**

Morikazu Sano, Vice President of Product Marketing, and Public Relations, Buffalo Technology