



GAP Taiwan Pulls Customers In with Video Wall by DT Research

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About GAP Stores (Taiwan)

Located in the prime shopping area of the Xin Yi District in Taipei City and in the Mega City Mall in New Taipei City, GAP is an American multinational clothing and accessories retailer. In order to showcase some of its the latest product information and store activities, as well as to promote the brand image, GAP needed a powerful yet easy-to-manage digital signage system to present their variety of offerings.

As the international retail scene grows, many international brands are ousting their competition with unique concepts and offerings. For retailers with a physical shopfront, what is even more common now is dynamic digital signage in order to attract the attention of more walk-in customers. Hence, when GAP started in Taiwan, it is no wonder that the popular clothing retailer sought to make their local stores stand out from the rest with an attractive 2 x 4 video wall.

The Challenge

Taking into consideration of the long opening hours and busy foot traffic inside the stores, one key brief by the client required a stable and secure digital signage system that is robust enough to deliver a reliable performance for at least 12 hours a day, 7 days a week. Additionally, the proposed digital signage system needs to be fully compatible with multiple screens used in the pavilion and is able to support high resolution video files in order to bring the best presentation to customers.

The Solution

Noting the client's requirements, the commissioned system integrator SFY Tech, Inc., proposed using DT Research player hardware and management software solutions for this project.

The GAP stores in Xin Yi and Mega City Mall set up a total of eight 46-inch and 55-inch LCD's in a 2x4 alignment respectively. The displays are connected to DT Research's MS1600S Multi Screen Signage Appliance (8 outputs) that is installed in the store and the media players are managed by WebDT Content Manager (WCM) 6 Pro software via internet. What is also interesting here is that, the digital signage content is fully remote-managed by the system integrator's IT staff, who is

also responsible for publishing dynamic advertisement content for the client.

Featuring a powerful and energy-efficient Intel Core i7 processor and individual graphic cards, the MS1600S Multi Screen Appliance drives the display screens with various high resolution video files. To remotely manage and publish the content playlists, the WCM 6 Pro software provides inclusive tools to schedule content files and create design layouts for playlists displayed on the LCD's. The software can also be used to schedule the on/off power source for MS1600S Multi Screen Appliance as well as the downloading of content for optimal resource management.

The Result

With a fully-integrated digital signage system, GAP can now efficiently deliver a stunning visual experience to customers while the system integrator's IT staff can also easily create, manage, and publish playlists via the Internet with dynamic content from any location and at any time.

"With the latest technology, we designed and created a powerful digital signage appliance," said Dr. Daw Tsai, president of DT Research. "The ability to run multiple displays from a single signage appliance allows customers who require this configuration to deploy digital signage networks with the highest quality video experience efficiently and cost-effectively." Kevin Liaw, manager of SFY Tech Inc., also commented, "With DT Research's web-based, intuitive WebDT Content Manager 6 Pro, we can now remotely diagnose and update the firmware, and operating system of the player hardware – this saves us a lot of time and personnel deployment to the site for maintenance."



MS1600S Multi Screen Appliance