

Camelot Roll Out a 1,470 Site Digital Signage Network



AWARDS:



“signagelive enables me to instantly check that all screens are playing back the correct content and monitor the overall status of the network”

— Paul Hopton, Product Manager, Camelot Group PLC

CHALLENGE

- ⌘ The UK National Lottery provider Camelot Group PLC had previously piloted an initial 400 site network and wanted to increase this to 1,470 sites with minimal cost.
- ⌘ The software needed to be IT friendly as Camelot wanted to utilise the same ISDN network infrastructure that transacts over £100m of lottery ticket sales each week.
- ⌘ The solution had to be ASP (web) based.
- ⌘ The content could not be streamed and had to be stored locally, whilst being able to change based on the outcome of the bi-weekly Lottery draw.
- ⌘ Screens needed to fit on top of the existing Scratch Card dispensers.
- ⌘ Ideally wanted to keep and refurbish the existing 400 screens.
- ⌘ Network must be manageable in house with restricted user access.

SOLUTION

- ⌘ This project saw the initial development of signagelive that enabled the required features to be built into the platform from the beginning with many of those initial features still being widely used by signagelive users today.
- ⌘ A new hardware platform was developed using the Intel XScale Processor on a Windows CE operating system which was delivered from start to finish in just 16 weeks.
- ⌘ Utilised the existing in-store Internet connection.
- ⌘ Custom designed plastic housing and universal bracket was designed to allow the screen to be mounted to either of the two different Scratch Card dispensers.
- ⌘ Initial 400 units were replaced due to the cost savings and benefits over refurbishment.
- ⌘ Installation was made easy with simple plug and play installation.

RESULTS

- ⌘ Analysis showed an average 10% increase in Lottery Ticket and Scratch Card Game sales when compared against like for like control stores.
- ⌘ Digital POS compliance was increased to 100%.
- ⌘ The project paved the way for a national 28,000+ site rollout to every Lottery retailer in the UK.
- ⌘ The total solution was delivered on time and within budget.
- ⌘ The project brought to life a new hardware platform and the development of signagelive.
- ⌘ Installation was made easy with simple plug and play installation enabling non technical installation partners to manage the installation.

