

Signage Use Case Study

Industry: Manufacturing and Distribution (Eco-Friendly Lighting)

Company Profile: Seoul Semiconductor Co. Ltd (Acrich.com)

Solution: Paperless Lead Gen, and Sales Media at Trade Shows



SEOUL SEMICONDUCTOR

The Business Environment

Seoul Semiconductor has been leading the LED industry in Korea and is now postured to be one of the world's top 3 LED manufacturers, due to its innovative management systems and advanced technologies.

The Problem

North America VP of Sales, Brian Wilcox, wanted to create an eco-friendly, paperless sales experience for their upcoming trade show. They showcase their products and networked with customers from a sizable 30x30 ft booth at the annual Light Fair, the largest lighting show in the world.

The Signage Solution:

Brian deployed nearly 2 dozen devices for the show. The booth was equipped with 4 kiosk type stations that displayed 2 iPad devices each, and one device was connected to a large HD monitor, on display at a 'Tech Bar' in the middle of the booth. This large HD monitor ran a media loop of product images, marketing messaging and more. The rest of the devices were in the hands of sales agents throughout the booth.

The devices on display at the kiosks were using Signage, by vablet. One unique feature enables any viewer to tap the screen with two fingers to request more information about the product being showcased on that device. The device is specially programmed to display a lead generation dialogue, where prospects can enter their email address, for opt-in marketing.

The Sales Agents in the booth had iPad devices with product specs and sales presentations designed in Keynote, to serve as a visual aid in conversations.

The Results

Instead of passing out expensive brochures or product sheets, they had the same lead generation capability as the kiosk devices, enabling them to send electronic material to prospects instantly. This saved productivity after the show, as the contact information is logged on the spot.

And, since Signage pushes all files directly to the device, they were able to run all media without Wi-Fi or 3/4G, saving the cost of Internet services in their booth.

The Sales Agents responded favorably to the experience, expressing ease of use and flexibility in accessing any file, product sheet or marketing collateral needed for virtually any conversation, because of the vablet content management system at their fingertips.



Signage by Meiotic Inc.

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