

# CASE STUDY

## → DIGITAL SIGNAGE



**Company :** Terra Botanica

**Business sector :** Amusement and Theme Parks

**Logiciel :** MEDIA4DISPLAY

**Use :** Digital signage to revitalize its communications

### Profile

TERRA BOTANICA, the first European botanical theme park, opened its doors on April 10, 2010 in the center Angers.

### Requirement

At the end of 2009, TERRA BOTANICA was looking for a digital signage solution to control all of the screens installed in the park. The messages that were to be broadcast would serve to inform and guide visitors and to revitalize the park's image. The content had to be updated regularly and easily by the park's staff.

### Solution

TERRA BOTANICA selected *Media4Display* to control the screens installed at the ticket office at the park's entrance (welcome message), in its restaurants (menu board and prices), in the staff cafeteria (information on products and park promotions, daily information on business and visitors), and in the gift shop (broadcasting of corporate films coordinated by the Tourism Office).

Messages are targeted and customized for each screen type. Using the *Media4Display* web interface, Terra Botanica staff can create, program and broadcast multimedia sequences. With just a few clicks, the network of screens can be updated and programmed messages are ready for park visitors.

### Reported benefits

- Centralized communications controlled with a web browser.
- Customized messages (for a particular day, etc.).
- Multimedia sequences targeted for a specific screen type (restaurant, ticket window, etc.)
- Good oversight of player operation status
- Budget optimizing "dual-feed" players

« The Telelogos *Media4Display* digital signage software appealed to us because it was so easy to use and it has great scheduling features. We can adapt our offering according to the time of day, the weather, supply, etc. We were particularly intrigued by the ability to use a single player (a Windows PC) to broadcast up to four different feeds on four screens. The other solutions on the market would require us to install a player for each screen. By installing 'dual-feed' players, we were able to make better use of our budget for investing in players and *Media4Display* software licenses. »

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