

Point4-DecisionVision Ltd Case Study

Point4-DecisionVision Ltd specialise in screen advertising in supermarkets, CTN's, Convenience stores, Off-licences, Newsagents and petrol forecourts across the UK.

DecisionVision screens are powered by Navaho's MediaCAT software, delivering brand awareness and marketing campaigns to consumers via on-shelf screens offering dynamic audio visual presentations. DecisionVision currently has networks within the convenience retail sector, including off licences and petrol forecourts, with substantial presence in the independent supermarkets and newsagents.

Strategically positioned, 10 x8" screens play advertisements at 10 seconds in length, with optional sound, zoned within short reach of the screen, grabbing the audience's attention. Advertisements can be specifically targeted to your potential customers either by Postcode, TV region, nationally or by demographic.



Currently, a network of over 1500 screens play an optimised three minute loop, so a campaign lasting four weeks could deliver the opportunity for each advertisement to be aired 6,720 times per store based on a 12 hour trading day, 7 days a week. The network reaches an audience of over 5.52 Million a week, across their current estate of stores.

The flexibility of DecisionVision offers advertisers powerful marketing messages to consumers on a one to one basis giving the Right Message, to the Right Person, in the Right Place, at the Right Time. Content is delivered and maintained on the screens via the Navaho's MediaCAT software. Navaho have worked with the DecisionVision system since the beginning of development providing a stable platform for content distribution.

"As the first company to supply self contained Media Screens to the highly competitive independent retailer market, we needed a robust, yet flexible Media Player and content distribution network. Navaho's MediaCAT player has delivered this and more, allowing us to deliver brand awareness and marketing campaigns to consumers via on-shelf screens with dynamic audio visual presentations. The flexibility within Navaho's content distribution network has allowed us to provide unprecedented advert targeting and their network scalability means they will be able to continue to support our growth of players and advertising air-time." **Patrick Boden, CEO, Point4-DecisionVision Ltd**

The Navaho MediaCAT is a flexible media presentation system that displays images, video and web-based content on almost any type of display device including plasma screens, LCD displays, televisions, projectors and touch screens.

Navaho Technologies Ltd offer best value digital signage technology on robust, scalable hardware that helps the Retail Sector achieve real Return On Investment (ROI) by cutting the cost of interactive, electronic communications.

DecisionVision Ltd is a company within the Point4 Group who specialise in shelf-edge media screen advertising for the independent retail trade within the UK. The Point4 Group have a 22 year history in electronic point of sale(EPOS), tills and back-office systems for the convenience trade.

For more information visit www.navaho.tv or contact us on the details below.