

Bringing the latest in video interactivity to the brightest new nightspot in Paris

BrightSign® Case Study



← I'm in line behind Madonna. Text my table and say I'll be late!

SUMMARY

At the VIP Room Theater, one of the most famous Paris nightclubs, BrightSign digital sign controllers have been installed in coffee tables with 32-inch screens set horizontally into the table top. Video clips and playlists are updated remotely over the Internet using the BrightSign Network Manager. What's more, users can send messages in real time to each table with their cellular phone using standard SMS text messaging.

KEY FACTS

Integration Company: L'île des Médias

Industry: Nightclub

Location: VIP Room Theater in Paris, France

Project: Built-in Coffee Table Digital Signage with SMS Text Messaging Interactivity

BrightSign Solution:

- Six BrightSign units
- BrightSign Network Manager
- 1080i Video and image playback
- Interactivity via text messaging and RSS Feed updates to displays

THE CHALLENGE

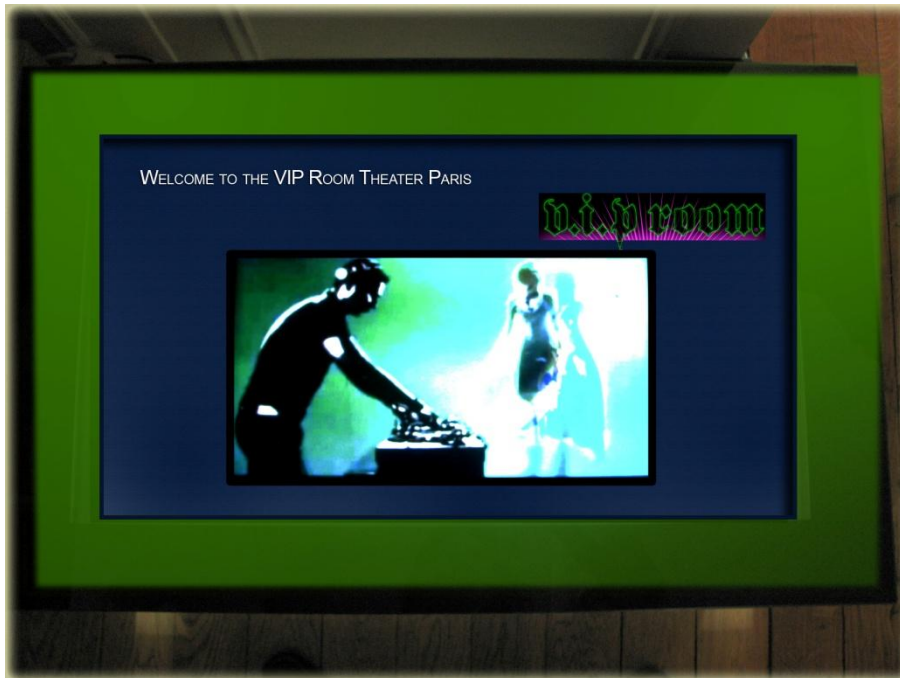
L'île des Médias – one of France's leading digital agencies -- was commissioned by a major champagne company to design six video tables, adapted to the nightclub environment, that would reinforce the champagne's exclusive image by showing advertising clips, video from its elite nightclub events and presentations of its VIP suites in Cannes, St Tropez and Paris. To add a further personal touch, the client wanted to show welcome messages alongside the main video zone.

The venue chosen is the VIP Room Theater: Paris' hottest new scene, boasting an A-list clientele. It stakes its reputation on putting the hottest technology behind the coolest ambience. Therefore the new installations needed the latest in video display expertise and – most crucially -- in interactivity.

Displays needed to deliver nothing less than stellar quality video and images. Content should be updated remotely and the combined with welcome messages from SMS text and other sources. And all this needed to be attained without the cost and complexity of PC-based solutions.

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Jérôme Hérard, managing director, L'île des Médias



THE SOLUTION

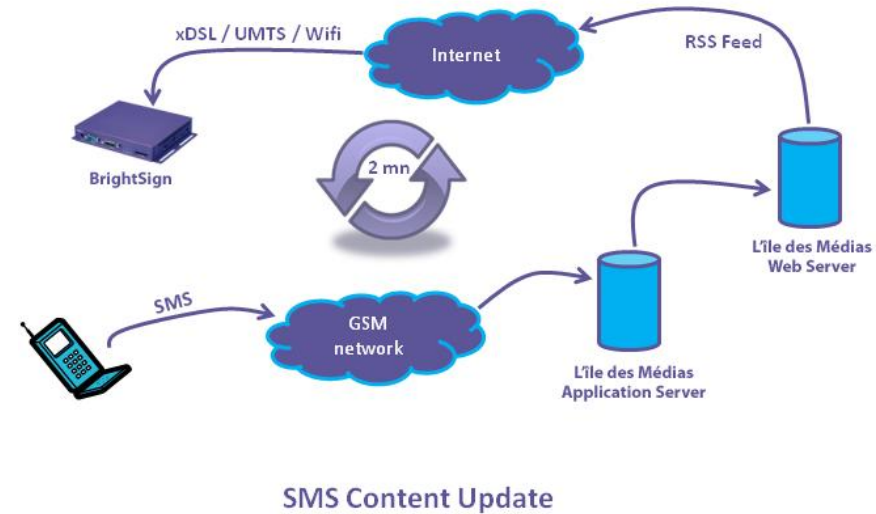
L'île des Médias selected BrightSign for the job as it provided an all-in-one solution that met all of their requirements while bringing simplicity to what could have been a complex implementation. According to L'île des Médias managing director Jérôme Hérard, *"The simplicity and ease of use of the BrightSign Network Manager application was decisive in our decision to select BrightSign. It's the best merge I know between Internet technologies and digital signage"*.

The resulting implementation of the six table displays at The VIP Room consists of a dual zone display, in which video takes up most of the table area, whilst text content is displayed above it. This zones display was easily achieved with the help of BrightSign Network Manager's presentation wizard, which allows users to customise their display into zones; and create and run a separate playlist for each zone. In this case a video and image looping playlist was created for one zone and an RSS ticker feed provides the text playlist content for the other zone.

Superior Quality & Ease of Use

L'île des Médias' leading position in digital content creation means that stellar video and image quality was a must. BrightSign's advanced video decoding engines and scaling hardware provided the superior 1080i HD video quality required. And, since BrightSign supports industry standard video and image formats, L'île des Médias was able to use its existing, proven, content development practices to create the MPEG-2 and JPEG images on display.

As for integrating BrightSign into the table top displays themselves, this was a breeze. The compact size of BrightSign and the fact that it can operate in unique environments allowed them to install the units directly within the tables without concerns such as ventilation or temperature. BrightSign's solid state design provides the necessary flexibility for complex installation and is significantly more straightforward than fitting players in a controlled back room and running cable throughout the venue.



Unique Networking Application

Each of the six interactive video tables is managed remotely via an Internet connection to update the content. Video content is updated around once a month over the Internet and delivered in high-definition 1080i format. Text messages are delivered to the table screens via an Internet gateway and displayed in an RSS feed zone defined by the BrightSign's configuration. BrightSign Network Manager simplifies the task of automated updates.

L'île des Médias created a unique application to make the SMS text messages provided by management staff to display on the BrightSign units. In essence, it works like this:

- 1- The user sends a text message with his mobile phone to a specific number.
- 2- Each number is assigned to a group of three players, so sending the text to that number tells the system where to display the message.
- 3- An RSS feed with the text message is generated.
- 4- BrightSign players ping the server to check for new update every minute.
5. The latest text message is displayed on the corresponding group of players.

Initially, it's the club's VIP managers who create and send the welcome messages, but in the future, guests themselves will interact directly with the displays, for example sending messages to other tables.

According to L'île des Médias managing director Jérôme Hérard: *"The BrightSign players are easy to install and we really liked BrightSign Network Manager for remote updates through the Internet. It is a user friendly application that offers a bunch of options to manage the content remotely and enhance the efficiency of the system"*

Conventionally the solution would have been to deliver video from networked personal computers. However, BrightSign provides key advantages over the PC-based approach. In particular, they are less expensive to acquire; easier, quicker and cheaper to deploy; and simpler to network.

THE OUTCOME

L'île des Médias saved time, money and effort, yet still delivered a state-of-the-art application for Paris' biggest and best night spot. The concept is to be expanded to provide more and more table top video screens with SMS interactivity. As well as table-to-table texting, the solution offers a wealth of future enhancements, such as voting, for example, on which video to show next. Jérôme Hérard concludes: *"Such technology could be very interesting for a lot of applications. The ability to send text messages through a mobile phone and to display them using a BrightSign offers a really cool, simple and smart way to update text content. It can bring interactivity to all kinds of digital signage installations."*

Meanwhile, at the VIP Room Theater, the concept will soon be expanded to provide more and more table top video screens with SMS interactivity.

CHALLENGES

- Combining high-quality video with text content from SMS Messages
- Update content remotely
- Avoid the cost and complexity of PC based solutions
- Deliver stellar video and image quality

BENEFITS

- Stellar 1080 HD resolution
- Supports Zones
- Supports Text Messages delivered via the Internet
- Offers the best solutions in Internet technologies and digital signage
- Solid-State Design for easy integration into unique displays

THE PLAYERS

L'île des Médias

L'île des Médias is an independent interactive agency founded in 1996 by Renaud de La Baume, a former economic journalist, and Jérôme Hérard. Established at the start of the Internet age, the agency has for fourteen years tracked the evolution of the digital society with the aim of generating efficiency and results for its clients.

In 2006 L'île des Médias instigated a business unit dedicated to new display technologies such as video walls, interactive kiosks, holographic display, video and interactive floors. The digital signage unit was complemented more recently by the 2009 launch of a mobile application development team working on client and server applications based on technologies such as Apple iPhone and Google Android.

VIP Room Theater

Boasting an A-list clientele that second-to-none, Paris' aptly named VIP Room is the sister club of the Saint Tropez haunt of the same name, owned by nightclub impresario Jean Roch.

In a recent re-vamp, this one-time cinema has been transformed into a venue described as kitschissime. Private functions take place there on a regular basis, including launch parties for Madonna and Take That, official showcases for Lady Gaga and Enrique Iglesias, and special events for Jade Jagger and fashion house Fendi.

BrightSign

BrightSign is a division of Roku, Inc. and based in Saratoga, California, BrightSign develops products and software for digital signage. BrightSign solid-state digital sign controllers set new standards for both standalone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity.