



MEDIA MARKT

 ONLINE VERSION

Professional control of your content
in a fun and easy way

Media Markt is Europe's number one consumer electronics retailer with more than 800 stores in 14 countries worldwide. In 2016 Media Markt asked Notice to supply and install digital signage hardware and software in all Dutch stores.

The challenge

Notice arranged 2 different types of screen configuration for Media Markt, one for LED walls in shopping windows, one for big LED walls (1 by 5 meters) instore. The resolution of the LED walls differs per store and the deadline was tight. Moreover, content for the video programmes on the LED walls come from 4 different information channels and the advertising agency of Media Markt needs to control the content for all stores. That is where we can help out, full control of your content in a fun and easy way.

Our solution

As the LED walls were all different, our service team had to do installation and configuration of media players and controllers in the store itself. In just 5 weeks the installations in all stores have been successfully implemented. Custom made connections for content in our digital signage platform were created and implemented. The advertising agency of Media Markt has to control the content management for both video programmes in all stores. After training they are happy to stay full in control using our narrowcasting platform that is fun and easy to work with.

The Experience



**Content management can be fun, good looking and easy,
try our professional narrowcasting platform**