

## Customer Content Digital Signage Applications

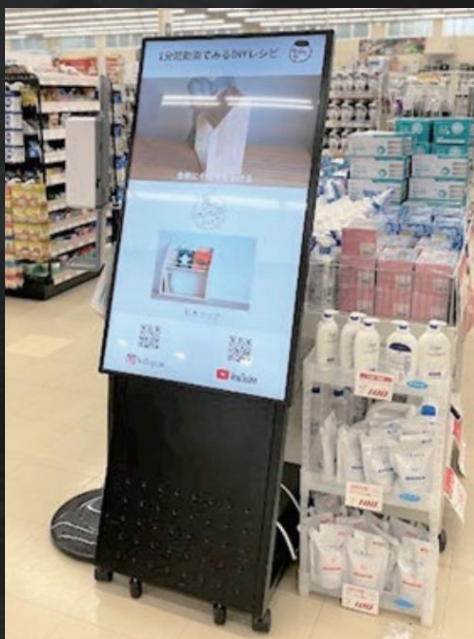
### GooDay

Fukuoka/Oita/Saga/Kumamoto/  
Yamaguchi

Japan

Since 1978, GooDay has been a leading provider of garden and DIY solutions.

With 64 stores throughout Southern Japan, GooDay are innovative retailers always looking to improve customer engagement with a goal to incorporate new ideas and technology creating new standards for home centers.



## The Challenge

- Desire for a low touch content management
- Desire to minimise bandwidth use for delivery of rich media
- Delivery of local and web based content to multiple displays across 64 locations
- Ability to engage with audience after their in store experience - offline to online

## The Solution

- StratosMedia was able to deliver a solution which allowed for central content management using simple drag and drop functionality, with the versatility to allow local stakeholder input when required
- Playout of content stored locally on the playback device in conjunction with web based content minimizes bandwidth use.
- Flexible workflows allow for unique content to be displayed easily in individual locations
- StratosMedia QR Code generator enables frictionless handoff to smart devices to drive offline to online uptake and provides detailed reporting on engagement
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## The Platform

### Featured functionality

- Webview and Youtube components
- Google Drive sync
- QR Code generator and reporting
- Content zones

### Platform Components

- StratosMedia Core Platform, Digital Signage Engine, Data Engine, Player Engine

### Hardware

- ChromeOS Hardware