

Corporate Content Video Walls and Large Format Displays

Lexus Corporate Headquarters & Dealerships

Lexus USA

USA

Lexus takes inspired design, relentless innovation, and uninhibited performance and turns them into passionate, moving experiences.

They are equally dedicated to offering exceptional customer experiences as well as creating the ultimate corporate brand ambassador.



The Challenge

- Increase employee engagement, reinforce corporate culture and communicate a consistent brand message through a new dynamic, video-centric, digital communications platform
- Integrate legacy interactive content into a new platform
- Create a custom API integration with Lexus's existing asset management software

The Solution

- Replaced an outdated digital signage software platform with a custom integrated solution that ties directly into Lexus's current asset management platform and workflow
- Custom API integration with Brightcove (a third party asset management application) dynamically downloads assets based on metadata and player filtration tags
- StratosMedia's content optimization drastically reduces network bandwidth consumption, and maximizes quality playback in a rich video environment

The Platform

Featured functionality;

- API integration
- Accounts
- Video wall editor
- Interactive content
- Player data filters

Platform Components;

StratosMedia Core, Digital Signage Engine, Data Engine, Player Engine, Open API, Player Data Filter

Hardware;

- Windows OS Hardware