

Corporate Content Video Walls and Large Format LED

Woolworths

Woolworths Group

Head Office - Sydney - Australia

Over 201,000 team members are serving more than 29 million customers across multiple brands throughout Australia and New Zealand.

Situated at 1 Woolworths Way is the head office and epicentre for Woolworths Group, associated brands, partners, and suppliers.



The Challenge

- Provide maximum impact on the LED wall in the main reception and replace poor-performing incumbent CMS
- Deliver corporate information and brand campaigns
- Provide entertainment and information to visiting partners and suppliers
- Integrate with existing Google communication methodologies to minimize double handling

The Solution

- Google Sheets and Google Drive enable multiple content contributors to update content without access to the CMS
- Scheduling of content ensures an appropriate mix of information is featured
- Integration of Google Chrome Hardware ensures uptime is maintained
- StratosMedia content optimization minimizes bandwidth impact and maximizes quality playback

The Platform

Featured functionality

- Video wall editor
- Google Sheets integration
- Cloud drive sync
- Templates
- Content zones

Platform Components;

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

Hardware;

- Chrome OS Hardware