

# CAYIN Digital Signage Solution Boosts Liquor Sales for CSN Wine & Spirits

## BRIEF PROFILE

Place: Canada

Industry: Retail

Solution:

- SMP-WEBDUO x 1
- 40" LCD x 4, 55" LCD x 2

## CSN Wine & Spirits

CSN Wine & Spirits is one of the biggest liquor stores in Calgary, Canada. The location is over 40 years old, and has been a landmark wine store for locals since the 1960's. Their stylish interior includes over 8000sq ft. of retail space and a selection of over 3,500 Wines, Spirits, Liqueurs and Specialty Beers.



CSN Wine & Spirits installed CAYIN's digital signage solutions to empower the in-store screen media. This project was conducted and implemented by DeltaTech, CAYIN's premium partners in Canada. The new digital screen network adds a modern touch to the traditional liquor store and conveys important information in a highly effective way.

## Target to Enhance the Efficiency and Effectiveness of Information

CAYIN digital signage solution was introduced in this project by DeltaTech to convey information in a more effective way than printed materials, such as flyers and posters.

- Keep customers informed and entertained
- Grab customers' attention with timely special offers to boost sales

## Digital Signage Solution

- 6 units of 40" and 55" SAMSUNG LCD displays are installed in the store.
- 1 unit of CAYIN SMP-WEBDUO, web-based digital signage players, is responsible for managing and storing multimedia content.

### Add a modern touch to the traditional liquor store

As early adopters, nationwide chain stores and shopping malls have seen digital signage as a crucial in-store marketing tool to promote brands and products. Its proven performance has attracted the attention of CSN Wine & Spirits owner, Mr. Darcy Sandhu. He consulted DeltaTech, CAYIN's channel partner in Canada, and started to use the cutting-edge digital technology to replace printing posters, and brought a modern touch to the traditional liquor store.

### Create the greatest practical value within budget

The digital signage player SMP-WEBDUO is installed in the manager's office to control all six monitors. To maximize exposure, monitors are displayed throughout the whole 8000 sq ft store: one at the entrance, one in a wine room, one above cashiers, and three monitors forming a triangle in the middle of the store.

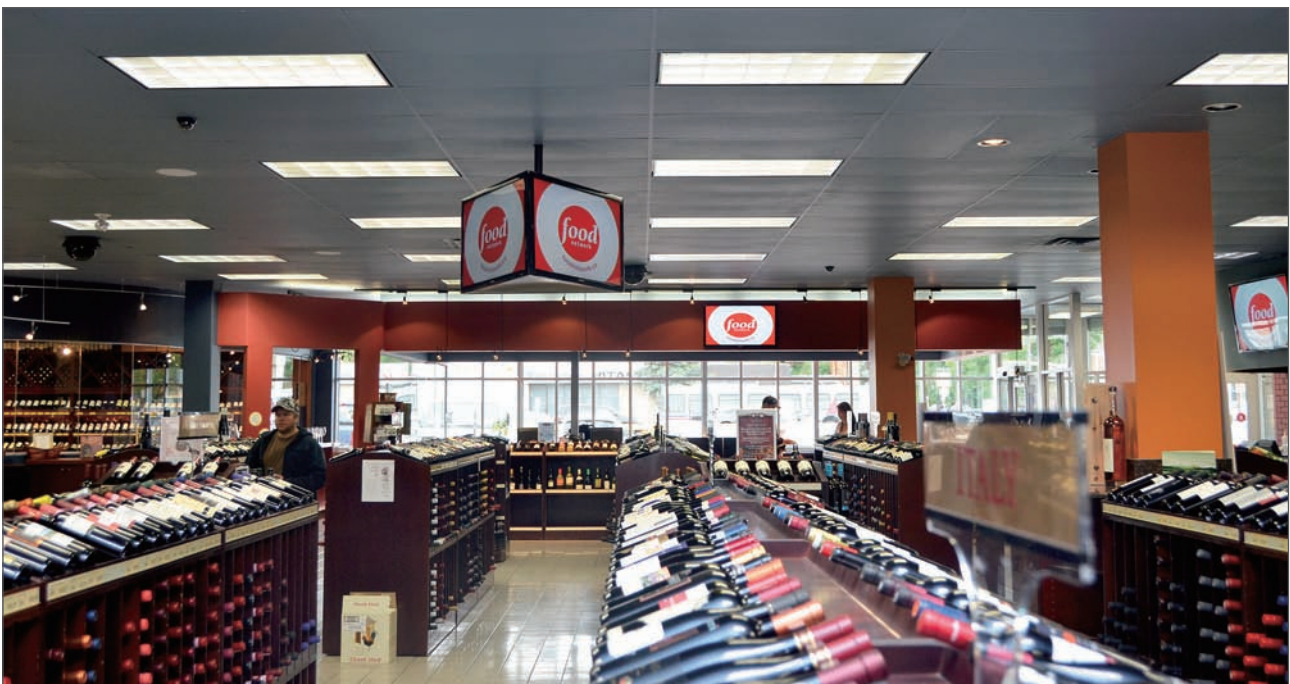
SMP-WEBDUO features two signal outputs. With the help of two signal splitters, CSN can choose to broadcast the same content to all six players in clone mode, or divide all monitors into two groups; showing two different sets of contents in distinct mode. The great flexibility enables CSN to adjust presentations immediately through the media player's user interface in accordance with their promotion plans.

### Inform and promote in a more effective way

CSN has a selection of over 3,500 wines, spirits, liqueurs and specialty beers and always keeps searching and gathering the finest selection of wine and spirits. Before installing the in-store digital signage, they had to print flyers and posters to promote their special offers. However, the display space is limited to printed materials, so only a few items can be added to the shortlist.

Now, CSN can promote in a more effective way than using printed materials. They can include more special offers and, at the same time, attract customers' attention with dynamic presentations. Using digital content not only speeds up the process, but also saves printing costs.

To seize every opportunity to communicate with customers in the store, CSN uses digital signage not only to broadcast current promotions, but also introduce new brands or inform customers of future happenings, such as a schedule of the future wine tastings.





Each wine and spirit has its own personality and distinct flavor, reflecting the soil, water, climate, and brewers' persistence to excellence. "For fifteen years, we have been dedicated to introduce the best products to our customers with the highest level of service and expertise," said Mr. Darcy Sandhu, General Manager of CSN Wine & Spirits. "We are very happy that we can now display important information and promotions in a highly effective way."

### CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions including media players, servers, and software which are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide, and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.

### DeltaTech in Brief

DeltaTech is a professional company widely experienced in the installation and maintenance of Closed Circuit TV (CCTV) and Digital Signage Systems. We are able to fully design a system to meet your specific requirements which suits your application, as well as your budget. The company prides itself in using only the highest quality equipment to ensure true value, reliability, and customer satisfaction. With a reputation for delivering high quality professional service and support, we have enjoyed steady growth and success in both sectors of our expertise.



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