

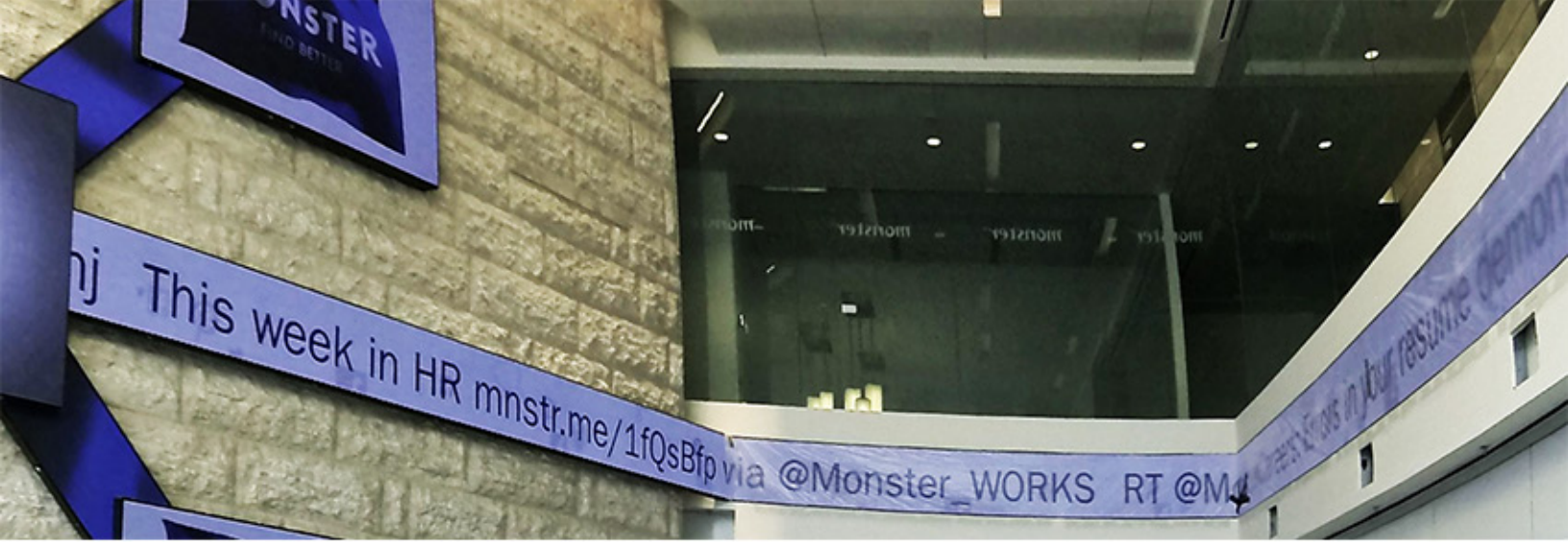
Case Study: Monster.com

Monster.com is the largest worldwide online employment solution. With an international reach to approximately 50 countries, Monster.com has changed the way people think about work, while providing workforce improvement through a variety of new technologies, strategies, and tools.

When Monster.com relocated to their headquarters in Weston, Massachusetts they wanted the lobby their new mPorium to engage both visitors and employees.

Challenges

- Create an engaging display in the lobby of Monster's new mPorium that will make an immediate impression on visitors, while displaying information on the company's processes and success rate for placing staff to their clients.
- Design an impactful way to display social media activity related to Monster on a global scale, while improving employee efficiency in the Social Media Conference Center.
- The displays and software must be user-friendly and provide channels to quickly update information both within the mPorium and remotely.



Solution

- A dynamic multi-screen digital sign display in the lobby of the mPorium in the shape of an “X” that incorporates four 75” LED screens and a centered 95” LED screen. A 75’ LED ribbon emerges from center screen to wrap around three walls of the lobby.
- Time Frame Synchronizing of SpinetiX HPM200 media players enables media to play across the video wall and LED ribbon with the option of each screen being individually controlled through Elementi software.
- Digital signage can also be updated through templates that rely on external files for instant content updates. The updates can be made via iPad, which allows the user to tailor playlists and welcome messages to specific groups or guests.

Key Technologies:

- SpinetiX HMP Player
- Elementi Software

Results

- Pairing digital signs with easily updated and controlled software, allows maximum flexibility in playlist content and appearance, so that each guest or group is presented with personalized and relevant information that captures Monster’s processes and successes in a format that is accessible and engaging for them.
- The space is transformed to be consistent with the Monster brand identity. It is innovative and dynamic while allowing guest personalization and encouraging employee interaction. Employees can boost efficiency and customer satisfaction by easily keeping information updated.

System Integrator: VideoSonic Systems

VideoSonic Systems, Inc. (VSS) was formed in 1981 and has provided unique technological solutions to the educational, corporate, exhibition, tradeshow, retail and broadcast industries for over 30 years.