

Val Morgan rolls out Navori powered digital signage network in Australia

Command PTY Ltd has recently installed a digital signage system to power the Val Morgan screen network in Australia. Val Morgan sells and markets screen advertising for around 1600 cinema screens on behalf of Hoyts, Greater Union, Birch, Carroll and Coyle, Village, Reading and leading independent cinema operators.

Command PTY Ltd handled project management duties for the roll-out. This included sourcing and installation of the equipment and Navori software as well as ongoing maintenance and support. Since the beginning of the project in April, 2008 Command PTY Ltd has installed over 4 tons of cabling around Australia to connect 340 screens in 110 locations.

The screens are 50" Plasmas mounted in portrait mode and each unit is encased in a custom frame to enhance its appearance. The Val Morgan branded panels allow advertisers to supplement in-cinema brand advertising with tactical messaging that can be updated regularly.

Each screen is driven by a PC running the Navori Player application. The Players are linked across a network to a central Navori server from which information can be uploaded on demand and all locations can be monitored in real-time. Each individual complex may run a different play list depending on the advertiser's requirements.

The look of the advertising and the panels in the cinema venues was crucial to the roll out. The look created focuses on contemporary, clean, striking and well-produced visuals in portrait style. The screens were chosen and installed to match this as well as being sympathetic to the modern fit out of today's multiplex locations.

To find out more about the Navori digital signage software platform, please visit the Navori web site at www.navori.com or contact our head office.

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