

Digital signage project launched in Uruguay

Abitab is a company based in Uruguay that offers payment collection services for all types of clients in the utility sector, like gas, water, electricity and others. The company has 435 offices around the country and the specific location where this project was deployed sees a daily traffic of about 550 people.

The concept is to offer a single location where you can pay all your bills. Even [Teleimpresores](#)'s customers can pay their bills at an Abitab location and the company also offers other products such as lottery tickets, phone cards live concert event tickets and more.

Abitab also operates related businesses such as travel agencies, individual banking and loan services. This means every bill you pay through Abitab will generate loyalty points which can be redeemed later for various products.

The company's web site is www.abitab.com.uy

The loyalty program's web site is www.abitabfamilia.com.uy

The project called Canal Abitab will see at least one LCD Screen per office powered by the Navori Tycoon software. Content will range from exchange rates, news, special offers to cultural information and advertising will be integrated into the mix. Ads across the network will be sold by the corporation and individual offices will also be able to solicit local advertisers.

This means the digital signage network will not only provide a platform to promote Abitab itself but it will also offer a means to generate new business.

For more information about the technology behind this project, please contact [Navori SA](#).