

Case Study

Giada Media Player Powers French Clothing Brand

Location: France

Industry: Retail

Customer's Voice

"Our clothing brand is positioned to be stylish and natural. We hope to create a competitive brand image, and we need media players to display the advertisement and promotion information at our store. Giada met our demand with its high-performance and cost-effective media players."

Said the marketing director



Giada F105D



Introduction

The French clothing store operator need to control several advertising screens in different locations within the store. They use their own CMS software to control the screens. After testing media players of several brands, the operator finally adopted Giada F105D, which is compatible with the store's pre-installed Linux operation system. The High-definition advertisement display has attracted more consumers to the store, which also well demonstrates the brand image of the clothing store.

Requirements

- Displaying advertisement on 2 monitors
- Supporting Watchdog
- Linux system can be pre-installed
- Easy to maintain, long-term operation

Product Deployed

- Intel® Celeron N3350/N3450 Processors
- 1 x SO-DIMM, Onboard 2GB
- 1 x DP, 1 x HDMI, 1 x VGA
- 1 x 2.5"SATA, 1 x mSATA, 1 x M.2 for SSD
- 3 x USB 3.0, 3 x USB 2.0, 1 x RS232
- 2 x RJ45, 1 x Mini-PCIe for WiFi/BT/3G/4G, 1 x SIM Slot

Solution Diagram



Key Benefits

- Customized solutions well satisfying customers' specific needs;
- With compact size, easy to install and maintain
- Reliable and durable
- Cost-effective