

# Case Study

New Nationwide DooH Network Adopts Giada ARM Players

**Location: Germany**

**Industry: Retail**

## Customer's Voice

"We have provided a very good user experience with out-door advertising machines at the Station," says Station Manager in Germany, Austria and Switzerland. "With the digital machines, we can serve our customers much better, specifically, providing them with suitable offers."

Said the the Station Manager

## Introduction

The solution contains double-sided screens of famous brand, Giada ARM media players, and the previously installed CMS in multi-stations. By the end of 2020, a new DooH network will be deployed by this customer in about 1,000 stations in Germany.

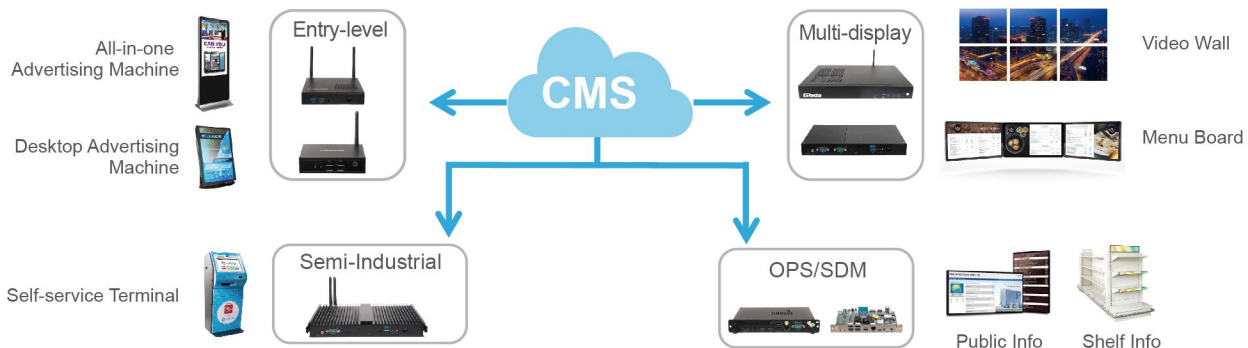
## Requirements

The screens need to display commodity advertisements in the day time and car wash information at night. Through the DooH network, dynamic advertisements are supposed to be displayed according to the scheduled time and the national or regional weather conditions.

## Product Deployed

- RK3328 Quad-core ARM Cortex-A53
- Onboard 2GB DDR3L Memory (up to 16G), eMMC Onboard 16GB (up to 64G)
- 1 x HDMI, Supporting 4K @60Hz Display
- 1 x USB3.0, 2 x USB2.0, 1 x USB2.0 OTG, 1 x RS232
- 1 x RJ45, 1 x Mini-PCIe for 3G/4G, 1 x SIM Slot

## Solution Diagram



## Key Benefits

- Cost-effective Solution
- Allowing for 24/7 running
- Fanless design with 4K support



Giada DN73

