



Breaking through the Visual Noise

Telecine Multimedia uses Matrox graphics cards to drive eye-catching digital signage at La Senza, Tommy Hilfiger, and Parasuco Jeans retail stores.



“Each of these digital signage installations engages customers and motivates an interest in the products. Matrox helps us zig when others zag. Unique multi-display designs connect with our audience—now that’s something special.”

Stephane Bastien
Technical Director, Telecine Multimedia



Images courtesy of Telecine Multimedia - Tommy Hilfiger installation

The Company

Based near the foot of the towering Jacques Cartier Bridge in Montreal, Telecine Multimedia is a creative production house that, since 1987, has specialized in discovering unique ways to solve their clients' communications challenges. Twelve years ago, they embarked on their first digital signage venture and have never looked back—recently winning the first-ever Mobius Award for digital signage for their work at the Borgata Casino in Atlantic City. Now, with numerous successful projects under their belts, and status as innovative, out-of-the-box pioneers, they share with us the details of how they use Matrox graphics hardware to drive everything from feature film playback to mega LED digital signage installations

The Challenge

The average individual is subjected to over 2000 advertisements in one day. That's an incredible amount of visual noise. Telecine helps companies like La Senza, Tommy Hilfiger, and Parasuco Jeans break through the noise by developing digital signage installations where content stays relevant and can be updated regularly to continue to capture the customer's attention.

It's part art, part science. Unique multi-display digital signage requires the use of both sides of the artists' brains. From the display panels; to the advertising content; to the graphics hardware inside the computer systems that drive the content—each part of the installation is as critical as the other. When Telecine works with their clients, they look at how to solve their challenges at multiple levels: creatively, editorially, and functionally. What is the best content? What does the client wish to communicate? What are the measures of success? How much maintenance and IT support will be required? This process often starts with the store designer or facilities crew, since how the displays fit into their target space helps define the limitations of the project.



La Senza installation



Parasuco Jeans installation

The Solution

For each retail location project—La Senza, Tommy Hilfiger, and Parasuco stores—Telecine sold the concept of integrating multiple screen digital signage directly into the store layout. They worked with store designers, researching which displays had the smallest bezel (frame around the screen), and how much room they required to make the displays eye-catching within their respective spaces.

That's how they came to use Matrox graphics cards – with support for landscape and pivot, independent and stretched desktops, these cards offered Telecine the most integration flexibility. Initially they used the Matrox Parhelia APVe that supported up to three screens, but over time they came to adopt the quad-capable Matrox QID series, since it offered the ability to drive one more display and greater resolution support.

“We like the multiple screen layouts we can create when we use Matrox graphics cards,” explained Stephane Bastien, Technical Director, Telecine Multimedia. “Anyone can put a single display on the wall and call it digital signage. Matrox cards provide us with a unique value proposition—the ability to use many displays in eye-catching arrangements.”

For each of the installations, Telecine relied upon the robust Scala InfoChannel software to drive the media, since it offered their clients a simple and easy interface to manage both the transmission and display of dynamic, animated, and static content.

The Result

With this unique combination of hardware and software, Telecine designed attention-grabbing digital signage for each store:

La Senza—a specialty lingerie store with over 300 locations throughout Canada and a further 300 locations around the world—incorporated digital signage into many of their store layouts. Telecine used the Parhelia APVe multi-display graphics card to drive enchanting content across three displays stacked vertically as well as three horizontal screens behind the cash registers. All the vertical display bezels were hidden from view in a seamless installation in the front windows and other locations in the stores.

Parasuco Jeans—renowned for fashion-forward style and a recognizable brand name worldwide — installed unique digital signage throughout their Toronto warehouse store. Telecine chose the Matrox QID multi-display graphics card to drive a massive, 14-screen display on a support column in the store, and a 9-screen display in the store entrance. Each was designed to build brand awareness and captivate shoppers with their fresh and creative approach to digital signage.

Tommy Hilfiger—one of the world's most recognized premium lifestyle brands—used digital signage to showcase its latest fashion arrivals as well as its promotions in its 10,000 sq ft, Toronto warehouse store. Telecine again used Matrox multi-display hardware to drive three overhead displays in portrait mode to advertise their high quality men's, women's and children's apparel.

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