Case Study: Adidas India

Completion: In 2014

Solution: XM digital signage to bring vibrancy to adidas office lobby in Delhi

Background

Adidas India is leading sports brand, its New Delhi office wanted to bring a vibrancy to its lobby by showcasing live streaming of sports matches and the same time re-enforcing their brand.

Challenges & Solution

Adidas India has installed Xtreme Media digital signage solutions (XM DSS) at their Delhi headquarter to enhance their communications along with Live streaming of sports matches. Xtreme Media sourced Android based digital signage solution that can be centrally controled and managed. XM DSS is a perfect technology platform to create effective message through multimedia formats such as images, videos, animations etc. Retail brands like Adidas give great emphasis on personalization in their brand message. XM DSS helps Adidas to strengthen its brand value along with effective communication.

XM Android media player with Live TV support is supporting the digital signage network at Adidas. It supports Wi-Fi connectivity, Ethernet connectivity & USB ports due to which scheduling & designing of content becomes an easy job. XM Digital signage is a one-time investment with minimum recurring cost, due to which it was Adidas's first choice. Multiple regions possibility in a digital signage screen provides brand with an opportunity to create a unique design. XM digital signage comes with various pre-defined editable templates. Due to its user-friendly interface; brands from various industry verticals can easily design content as per their own requirements. In this case, Adidas runs live TV streaming/video in one part of screen, scrolling greeting in ticker format at bottom of screen, clock & its logo along with one image ad. As XM DSS is a web based and also a cloud based solution, Adidas will be able to manage all the screens at any branch from their headquarter itself.

Testimonial

Zahid Ansari, Infrastructure Operations Manager, Adidas India stated that, **"Xtreme Media Digital Signage is a very dynamic solution that is powering screens for Adidas India. It's easy-to-use content manager allows us to showcase various content formats in the most integrated and creative manner possible. XM solutions truly helped us in digitizing our internal communications & showcase Adidas brand at its best to all visitors. As they are providing end-to-end services, the execution of the solution becomes very easy & convenient".**