



COMPANY CASE STUDIES

Enterprise Solutions by Innermedia
2013



Case Study #1

THE CLIENT ENTERPRISE CHALLENGE:

Our client wanted to display both updated departmental performance metrics and internal corporate communications within the departmental work areas. This involved displaying both operational data and human resources information.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with client managers from Operations and support personnel from IT and Creative Services, Innermedia personnel conceived a two channel digital network. Innermedia developed proprietary software to retrieve 200+ performance metrics from a client portal, as well as aggregate and visualize real-time data on Channel 1. Innermedia also designed Channel 2 to integrate corporate messages and real-time dynamic content such as weather and radar maps, local headline news and many others.

The Channel 1 and Channel 2 content was distributed over an IP network and displayed on two flat panel digital screens wall-mounted side-by-side at strategic locations within the department. Innermedia managed this network using its proprietary software and content management system. Innermedia created the playlists and produced all content for both channels adhering to corporate graphics and brand standards. Channel 1 content was updated every 15 minutes and Channel 2 corporate content was updated as needed. Dynamic content on Channel 2 was updated with every playlist rotation. Over time this digital network grew to 80+ screens at 9 different campus locations in multiple states.

The result was that departmental managers, corporate senior managers and departmental personnel had on-demand real-time access to the chosen departmental metrics and a display of time sensitive corporate messages interspersed with timely dynamic content.

Additionally, Innermedia developed performance metrics in detail on a custom designed mobile phone app and desktop dashboard. Innermedia also designed the physical layout of a client Command Center and provided the software to allow client departmental personnel to monitor data in real time.



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Case Study #2

THE CLIENT ENTERPRISE CHALLENGE:

Our client was retrieving performance data manually from separate, disparate databases to be used in accountability reporting to their clients, internal business reviews/projections and sales presentations to existing clients all while protecting client confidentiality. The time span from initial data retrieval to finished spreadsheets or presentations was measured in weeks.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with client managers from Operations and support personnel from IT, Innermedia developed software to retrieve, aggregate, organize and display database information from multiple client departments. Using corporate graphics and brand standards, Innermedia designed templates used to display this content via an intuitive GUI. The templates were designed to be used either as stand-alone pieces or integrated into the client's reporting systems and presentations.

The result is that operational data that once took weeks to process from retrieval to finalization is now completed in a matter of minutes. The client continues to expand this capability and has released Innermedia to build-in a number of innovative enhancements for the next reporting season.





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Case Study #3

THE CLIENT ENTERPRISE CHALLENGE:

A renowned ophthalmic practice with multiple locations wanted to showcase relevant, useful information to patients waiting for physician's appointments both in the reception area and treatment rooms. Client also wanted to personalize the physicians to their patients through video interviews/bios.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with a managing physician and marketing person, Innermedia created and produced simulated newscasts complete with news set, scripts and anchor personality that featured practice physicians introducing themselves and presenting a new discovery, procedure, etc. pertaining to their medical speciality.

In addition to producing all video content in compliance with the client's graphics and brand standards, Innermedia designed the physical layout and installed all digital signage network infrastructure, as well as manage the network and programmed the playlist which included timely dynamic content such as local news headline stories, sports headline stories, local weather and radar maps, local traffic reports, etc.

The result is a client who has created a more patient-friendly environment by putting a face(s) on their medical practice, one who has more informed patients and reduced perceived wait times.



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Case Study #4

THE CLIENT ENTERPRISE CHALLENGE:

A renowned ophthalmic practice with multiple locations wanted to present information about their medical speciality in the reception area while simultaneously offering a broadcast television channel.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with a managing physician and marketing director, Innermedia helped create and produced a series of word games and quizzes that serve the client's informational need in an engaging manner while providing a "window" in the playlist where CNN is streamed live.

In addition to producing and scheduling all network content, Innermedia manages the network with our proprietary software and programs the playlist which includes dynamic content. All content is produced in compliance with the client's graphics and brand standards.

The result is a more relaxed client with an informative reception area.



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Case Study #5

THE CLIENT ENTERPRISE CHALLENGE:

Our client wanted to display a variety of information about their retail services in their reception area for both current and prospective customers.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with the client Marketing and IT teams, Innermedia designed the physical layout as three or four flat panel screen installation dependent on the layout of each retail location.

Innermedia uses its proprietary software to manage the 2-channel 30+ screen digital network at multiple state-wide locations and is continually expanding the network as new retail locations are opened. Innermedia programs the each playlist for both Channel 1 and Channel 2 and produces the content, some of which changes monthly, and provides zip-code specific dynamic content including local weather and radar maps, local headline news, local traffic updates, etc. for the network. All content is produced in accordance with corporate brand standards.

The result is a retail client with means of disseminating client product information, educational industry information, special in-store promotions, relevant dynamic content and in-store event dates in a real-time, engaging, informative manner.



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Case Study #6

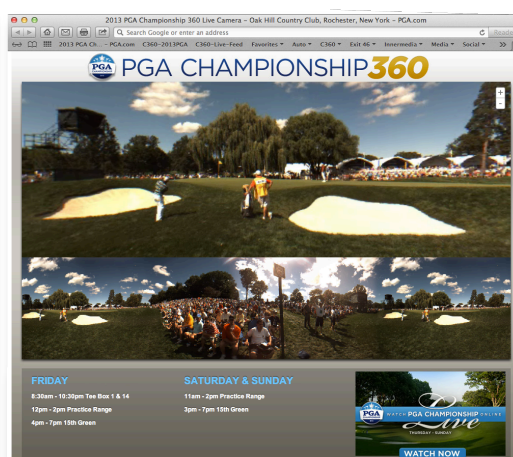
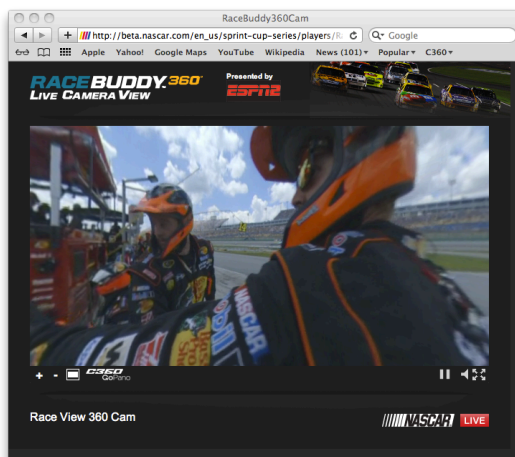
THE CLIENT ENTERPRISE CHALLENGE:

Our client broadcasts sporting events via internet streaming concurrent with a live television broadcast. The client wanted to enhance and expand the internet viewing experience.

THE INNERMEDIA/C360 ENTERPRISE SOLUTION:

Working with the client Marketing managers and the IT support staff, C360 uses an innovative first-of-its-kind camera system and proprietary software to provide a 360-degree internet viewing experience. The camera is strategically placed at each event venue. Each user independently controls their 360-degree viewing experience in real-time with simple keyboard or mouse commands which allow for camera pans, tilts and zooms. There are no limits to the number of concurrent users or the manner with which each individual user controls their unique viewing perspective.

The result is a significantly enhanced internet viewing experience for the targeted live sporting events. This in turn has resulted in a quadrupling (or more) of internet viewing of the targeted events from the tens of thousands to the hundreds of thousands.





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Case Study #7

THE CLIENT ENTERPRISE CHALLENGE:

Our client wanted to provide appealing, professionally produced content promoting the amenities available at their resort venue via their in-room channel to over 500 televisions. Additionally, the client wanted their channel to be managed by a contractor.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with the client Marketing manager and supported by the client IT staff, Innermedia designed a 24/7 channel playlist that included venue specific information and messages as well as dynamic content such as local headline news, sports headline news, local weather, etc. Innermedia produced all content for the channel in compliance with the client's graphics and brand standards. Innermedia also used its proprietary software to manage this channel on their existing multi-screen network.

The result was a compelling, informative channel of venue information and messages available on demand that is engaging to watch.



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Case Study #8

THE CLIENT ENTERPRISE CHALLENGE:

Our client wanted to provide daily messages in both visitor and staff areas on flat panel screens throughout their facility. Their staff would provide content to be integrated along with Innermedia produced segments, including dynamic content such as local weather, news and traffic. Additionally, the client wanted to have Innermedia manage a 24/7 educational channel in their 350+ hospital rooms.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with the client's Marketing manager and supported by the client's Facility Management and IT staffs, Innermedia created and produced templates in accordance with the client's graphics and brand standards that are used as the background for the daily messages written by the client's staff. Innermedia produces additional sophisticated promotional and informative content for the client's digital message boards and provides the dynamic content all in one integrated playlist. Innermedia also uses its proprietary software to manage the client's digital multi-screen network.

The result is that the client now has a technologically sophisticated message board network throughout their facility viewed by both visitors and staff that provides informative messages in a uniform brand image. Their network showcases professionally produced content along with dynamic content. As with all of Innermedia's managed digital networks, we provide immediate client support during working hours.



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Case Study #9

THE CLIENT ENTERPRISE CHALLENGE:

One of the Nations largest health care providers wanted to showcase a variety of informational content in both the visitor and high traffic staff areas of six facilities on four business campuses located in three different states. The content playlist had to be programmed to include timely corporate messages, retail business content for separate businesses located in one of the facilities, animated content and corporate promotional video, dynamic content of both a local/regional and national nature, visitor welcome signage and video promoting civic events.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with the client's Creative Services Manager and staff and supported by the client's Facilities Management and IT staffs, Innermedia designed and installed the large flat panel screen layouts for each facility. Innermedia programs the playlists and produces all corporate messages and informational content weekly in compliance with corporate graphics and brand standards. Innermedia integrates all animated and video content as well as dynamic content including local weather and radar maps, local traffic reports, headline news, etc. into the playlists and manages this digital network using it's proprietary software.

The result is a long-running sophisticated, professional digital network kiosk that effectively promotes the client's brand image while disseminating timely information in an aesthetically pleasing manner.





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Case Study #10

THE CLIENT ENTERPRISE CHALLENGE:

Our client wants to have an effective way of tracking patients as they process through the client's multi-story medical facility.

THE INNERMEDIA ENTERPRISE SOLUTION:

Working with the client's Marketing managers and staff and supported by the client's Facilities Management and IT staffs, at the client's direction Innermedia is developing a proposal to use Innermedia's Digital Impulse Location System to locate the client's patients and equipment in real time. This technology was developed by one of Innermedia's strategic partners and is driven by a melding of our partner's system along with Innermedia's proprietary software.

