

Taiwan FET Wireless City Chuchian Branch

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Case Study Telecommunication Industry dual-sided digital signage.

Background :

In 2009, the Far East Tone Telecommunications (FET) Company developed the “FET Wireless City Chuchian Branch” as part of their plans to meet the consumer needs of tomorrow. FET requested 2 bulletin boards to display number calling to better service customers that are waiting in line either at the store or at the coffee shop which is only one glass across from the store.

Before Fitting Up KiSmart’s Dual-Sided Digital Signage:

The contractor proposed to install two 42" TVs back-to-back as bulletins for the 2 areas without taking into account the issue appearance and uniformity. As a result, the traditional TVs are extremely bulky and became safety hazards for both the staffs and the customers. People were constantly hitting their heads against the obtrusive display, resulting in a string of complaints against management.

Key Points of Fitting Up KiSmart’s Dual-Sided Digital Signage:

- Two became one: Instead of installing two heavy TVs, KiSmart provides one piece digital signage which performs the same or even better function without taking up the space.
- Unifying the interior design: The FET Wireless City is aiming for a high quality environment that the decoration designer was not able to accept a huge and bulky TV sets hanging down from the ceiling.

After Fitting Up KiSmart’s Dual-Sided Digital Signage:

After applying KiSmart’s dual-sided digital signage, the FET Wireless City were brighten up with this attractive device. People from whether the coffee shop or the main store can see the information showed on the monitor clearly, they can’t ignore this high quality signage. No more head-hitting issue occurs, and both the owner and the decoration designer are perfectly happy with the device that goes with his original design. The dual-sided digital signage not only fulfilled the FET Wireless City’s need, but also created a better technical environment that catches the eye.

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	Before	After
Side	 A side view of a large, bulky monitor mounted on a wall. The monitor is thick and has a complex, cluttered back with many cables and components. It takes up a significant amount of space and looks unprofessional.	 A side view of a much thinner, more modern monitor mounted on a wall. The monitor is sleek and has a clean, minimalist back with few visible cables. It looks much more professional and takes up less space.
Front	 A front view of the old, bulky monitor. The screen displays a woman's face and the text '光纖上網 0元' (Fiber Internet 0 Yuan). The monitor is thick and has a heavy, dark frame.	 A front view of the new, thin monitor. The screen displays a menu or advertisement with the text '繼續人文系列講座' (Continue Humanities Series Lecture) and '0105 03'. The monitor is much thinner and has a more modern, dark frame.

Huge and undesirable appearance, took lots of spaces, also caused some safety hazard.

Thin and modern design that looks stylish from all angles. Takes much less space while performing perfectly great.