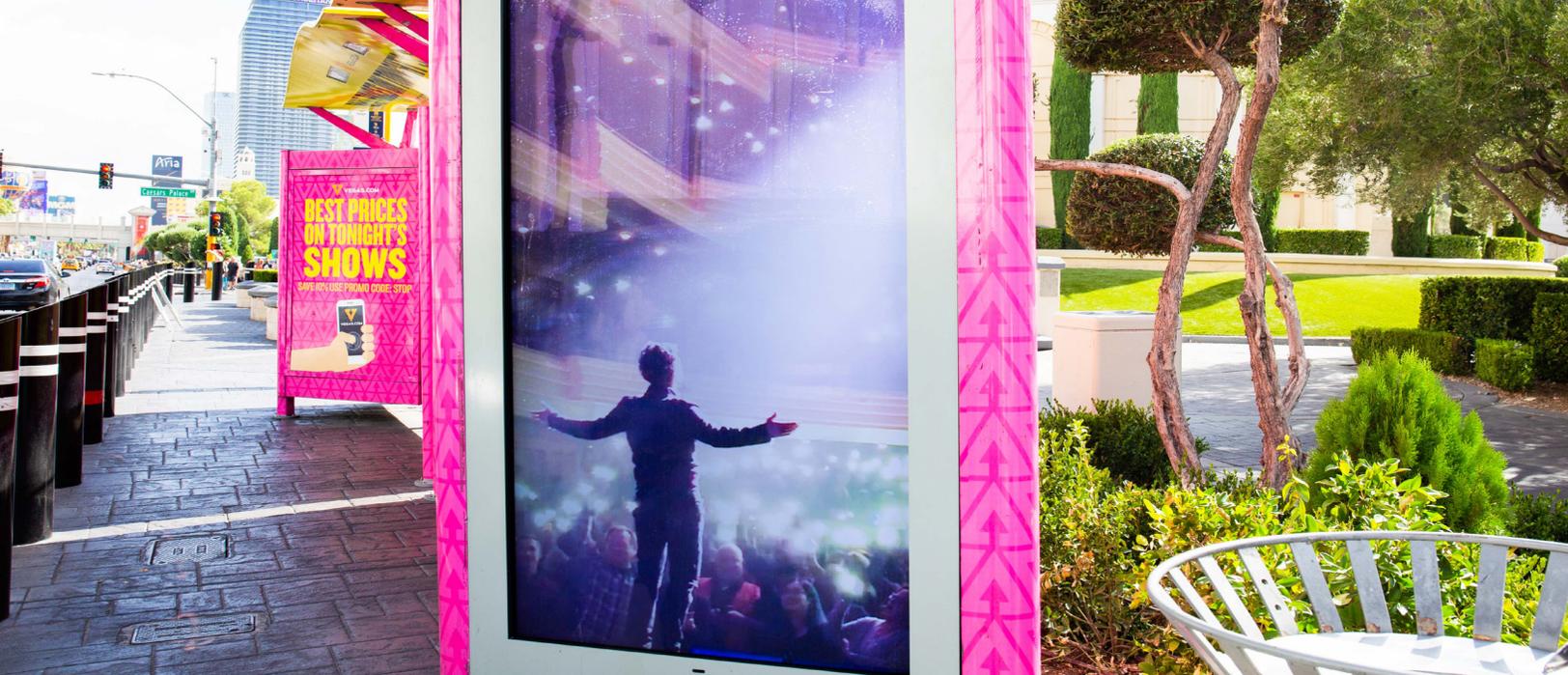


# Interactive Digital Signage for Vector Media's Las Vegas Digital Out-of-Home Network

DOOH | Samsung SDS



## Background

As a leading national OOH media operator, Vector Media specializes in transit advertising and maintains a strong market presence in Las Vegas as well as in 54 other markets.



## SAMSUNG SDS

Vector Media connects brands to consumers through an innovative media platform that inspires creativity and delivers measurable impact. In Las Vegas, Vector is the go-to-choice for dozens of brands looking to leave a lasting impression with both residents and visitors on the Las Vegas Strip, from large-format opportunities, to interactive digital placements. As the fastest growing city in America, as well as the #1 visited market in the US, Las Vegas hosts over 42 million visitors annually. Along with saturating Strip coverage, Vector Media's reach encompasses the entire tourist corridor, including the Thomas & Mack Center, UNLV, McCarran International Airport, The Convention Center, as well as upscale neighborhoods where outdoor advertising is otherwise zoned out.

# Challenge

Vector Media sought to provide interactive, immersive, and measureable digital out-of-home opportunities to the challenging desert climate of Las Vegas, NV.

From the beginning of the engagement, Vector Media established the strict need for a full service, powerful digital signage solution that would withstand the Las Vegas heat and sun while delivering the interactive, immersive digital out-of-home opportunities for its advertisers. Vector outlined their requirements as:

- A true integration partner providing installation, customization, and break-fix support
- Professional-grade, durable outdoor digital signage built to withstand the Las Vegas heat, sun, dry climate with minimum upkeep and downtime
- Dynamic content management that enables brands to serve contextually relevant advertising triggered by multiple sources of information, including audience demographics, time of day, weather, and other external factors
- Powerful audience insights that provide increased confidence for advertisers to know they are connecting with their target customer
- Scalable and seamless deployment process to facilitate future technology investments

# Project Description

Samsung SDS delivered full service digital retrofit solutions for a network of 10 digital transit shelters throughout Las Vegas.

From start to finish, Samsung SDS provided full service digital retrofit solutions for a network digital transit shelters including display sales, custom enclosures, video analytics, remote monitoring, content management, and installation, break-fix and fast track services. Completed in a span of 15 days, the project involved the digital executions of 10 transit shelter units throughout the bustling, desert city of Las Vegas.

After conducting site surveys at each of the project sites, Samsung SDS managed the design, manufacture and installation of custom-made certified enclosures built to last in the Las Vegas climate with strict adherence to local zoning regulations.

Vector Media selected Samsung outdoor rated OH85F displays as the ideal fit for the project. Samsung's OH-F Series are completely integrated, self-contained outdoor displays that are certified to withstand the elements and provide excellent visibility around the block, in any light. These ultra-

slim displays feature an innovative cooling system as well as an embedded power box and durable Magic Glass that protects against vandalism and graffiti.

Along with the bespoke enclosure and outdoor rated OH85F displays, Samsung SDS ensured only outdoor rated components and peripherals, such as multi sensor thermal management equipment, were used in the installation.

Taking Vector Media's advertising network to the next level, Samsung SDS also equipped the displays with cutting-edge content management software, MagicINFO remote management and video analytics capabilities.

## Outcome

Vector Media empowers advertisers to buy with confidence with Samsung SDS full service display solutions and outdoor rated high bright displays.

With Samsung state-of-the-art display technology, advertisers can now buy with more confidence in the audience and understand the impact of the advertising investment.

Vector Media's investment in technology enables them to sell value-added advertisements in a dynamic way. For one, Samsung SDS full service solutions ensures peace of mind for both Vector Media and their advertisers by building high uptime and minimizing down time through remote monitoring and next day break-fix services. By introducing PII-compliant video analytics, Vector Media is able to provide a new level of insight for OOH advertisers to measure their ad performance on a granular level and understand audience demographics, sentiment, date and time, and location without infringing on personal privacy.

Vector Media also provides brands with fully automated content management capabilities which enhances a brand's ability to deliver highly targeted content in an efficient, scalable way. Smart advertisers are leveraging this powerful CMS to dynamically trigger content based on time of day, weather, demographics, external news feeds or even making last minute changes to creative and copy as needed. All in all, Samsung SDS has enabled Vector Media to provide brands with the control, efficiencies, and insight they need to tell better brand stories.

“Vector Media is able to provide a new level of insight for OOH advertisers to measure their ad performance on a granular level and understand audience demographics, sentiment, date and time, and location without infringing on personal privacy.”



“Given Las Vegas’ challenging environment, with its high temperatures and arid climate, we recognized that both the quality as well as the implementation of this large scale technology investment would be critical to our success. Our confidence in Samsung SDS was rewarded with timely and seamless digital executions that truly fit our needs, as well as the needs of the advertisers we serve. What’s more, we’re excited to scale this project to empower more advertisers to buy digitally with confidence, knowing that their brand content looks great and is reaching their intended audience.”

Marc Borzykowski | CEO, Vector Media

Vector Media and Samsung SDS are exploring partnerships in other metropolitan centers in the US.

## ABOUT SAMSUNG SDS AMERICA, INC.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a \$9 billion global leader in digital transformation and innovation solutions. SDSA helps organizations optimize their productivity, make smarter business decisions, and improve their competitive positions in a hyper-connected economy using our enterprise software solutions for secure mobility, retail, DOOH, advanced analytics, and contextual marketing.

## CONTACT US

To learn more about Samsung SDS America’s Digital Out-of-Home offering, please visit [www.samsungsds.com/us/en](http://www.samsungsds.com/us/en) or email us at [bd.sdsa@samsung.com](mailto:bd.sdsa@samsung.com).