



Case Study

Cellcom Digital Signage

The Resch Center in Green Bay is an entertainment complex that hosts a variety of events, including concerts, sporting events, family shows and more. Cellcom had maintained a static display at the Resch Center in Green Bay since its opening in 2002. The company decided to move to digital signage so it could add variety to its messaging, incorporate animation and as a result better capture the attention of Resch Center guests as they pass by the signage at the venue.

In addition to evaluation of options for signage, there were a number of connectivity requirements to make it possible. Remote access would be needed to regularly update the signs without sending someone to physically perform updates. Also, remote access would be used to monitor the signage to ensure the panels were up and running correctly. The digital panels were mounted in a tall stairwell, making a wired connection impractical so a wireless connection would be needed in order to interact with the signage network. Additionally, the connection needed to be secure, so event guests could not access it.

Cellcom deployed a cellular Cradlepoint modem for the internet connection and also used Cradlepoint's Enterprise Cloud Manager software to remotely manage the network. This allowed for Cellcom to set up a Static IP on the Cradlepoint modem and monitor all network traffic. This also allowed for Cellcom to see that the digital displays were being assigned the correct IP addresses and were functioning correctly.

Each digital display is equipped with a BrightSign device to receive and display the digital content. BrightSign also provides a cloud portal to privately manage and connect to the signage to remotely upload new content. The cloud portal also offers the ability to remotely monitor the digital displays to ensure the signage is continuing to sync.

The digital signage combined with cellular data connection allows Cellcom to display a wider variety of messages with the thousands of attendees at various Resch Center events. The digital signs are updated at regular intervals and are targeted to the specific type of events being held, ultimately offering improved marketing reach and branding at a very popular venue.

Equipment Used:

- Cradlepoint IBR1100
- Cradlepoint ECM (Enterprise Cloud Manager)
- BrightSign Digital Displays
- Mobile Data Plan
- Static IP