WEBPAVEMENT

Application Story: Matrix Department implements Matrix Everywhere Digital Signage Network Powered by Webpavement

Matrix Department Inc, a full service graphics management company, designs the most sophisticated content for large scale outdoor/indoor printing, digital video and audio, and new digital signage advertising content. All concept, design and production is now available from one company, Matrix Department Inc.

Matrix decided to supplement their core competencies in the traditional printed media forms with Digital Signage solutions. Matrix Department standardized with Webpavement digital signage systems after researching and assessing other solutions on the market.

"We needed a remote management and player solution to quickly deploy our systems and integrate it with Matrix Dept's state of the art wireless miniature p4 / NVIDIA systems to play advertisements" said Chris Conlon of Matrix Department. He added "Webpavement helped us deploy our first mall advertising system by letting us simply download a full working trial version of their software. We were able to see the software work and quickly build it into our systems. Webpavement was one of the only providers that met our scalability requirements and offered the freedom of managing the network without 3rd party services such as hosting, managed services and content creation. We intended from the beginning to take on these tasks internally."

Day to day operations and monitoring are handled by Matrix Department using their own datacenter. Chris Conlon of Matrix Department ended "We have received excellent services, support and products from Webpavement. We are impressed with their technology and look forward to a large successful network."

Matrix Department's is implementing a number of digital signs in each of its twelve Aronov mall locations. Each display is housed in professional enclosures in a portrait orientation.

Company Index	Solution Provider	On the Web
Advertising Sales	Matrix Department	www.matrixdept.com
Network Operations	Matrix Department	www.matrixdept.com
Digital Signage System	Webpavement	www.webpavement.com
Mall Properties	Aronov Properties	www.aronov.com

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Matrix Dept captures eyeballs from mall patrons using professional free-standing or wall-mounted enclosures.

Turn-Key enclosures are available pre-loaded with Webpavement software. Contact Matrix Department or Webpavement for more information.