# Hong Kong Post Deploys DT Research Signage System to Enhance Services

Established in 1841 and transferred to operating as a Trading Fund in 1995, the Hong Kong Post now operates 128 post offices to serve 2.96 million residential and commercial customers in Hong Kong. With the growing use of network and communications technologies, it has grown beyond the traditional postal service to providing a wide and comprehensive range of services in the logistics supply chain, while at the same time diversifying into new markets to improve and optimize its extensive retail and distribution networks to adopt the new digitalized market environment.

## The Challenge

Hong Kong Post used the traditional methods of information displays, such as wall posters, to mark the counter service category, they also issued circulars, postal advertising, and printed out other important information. When the postal administration has information updates or measures to announce, they need to distribute the poster files to install in each branch and are not able to immediately release information. The old information display mode lacked flexibility and efficiency,  and moreover, it lacked interactive elements to connect and communicate with customers. The Hong Kong Post needed a way to immediately update and centrally control information with an electronic digital delivery system.

In view of this, Hong Kong Post has launched a pilot project, choosing the digital signage solution from DT Research to improve the communication delivery and facilities portfolio of the branches, with the focus to meet customers needs and to promote business innovation.

## The Solution

### ▪ Information Display System (IDS)

Four (4) 47-inch monitors with four (4) SA3000 Signage Appliances are connected to the digital signage system to show postal service and product advertising, list fees, and important notices at information counters and customer dedicated counters.

The displayed content will be updated through the system network immediately. If any critical situation occurs, the urgent messages will be displayed by monitor immediately which can attract customers attention and increase message efficiency much better than a light box or a poster.

### ▪ Counter Signage Control System (CSCS)

There are also nine (9) 38-inch stretch LCDs in portrait mode next to each service counter and connected to a digital signage system. The counter officer can change the displayed content through the numeric keypad, entering the default digital instructions to control the displayed content according to the customer traffic or field conditions and immediately update information, including counter service status and class, and the postal service or product advertising.

The type of counter  service and status are displayed in a conspicuous place for customers. Customers in line can see newly launched services and product advertising displayed with eye-catching designs, reducing the perceived wait time and improving the post office brand reputation.

### ▪ Counter Display Systems (CDS)

Ten (10) 7-inch displays are installed on information or service counters with the name of the specialist on duty, service status and related information, the product/ postage information and the fees. According to customers' questions, the specialist can input the answers in the computer, and then show on the display.

The IDS and CSCS are all powered by DT Research's SA3000 Signage Appliances and WebDT Content Manager software. The SA3000 features the powerful and energy-efficient Intel® Core™ 2 Duo processor in a compact and robust package. Based on 45nm transistor technology, the SA3000 provides huge gains in video processing speed yet reduces the power consumption. With one HDMI connector for high-quality video and optimal display experience,

DT Research SA3000

each SA3000 powers displays with dynamic content while communicating with the server for continuous updates. With the WCM management software, users can remotely monitor and manage the content and hardware as well as update the operating system and firmware of the signage players.

### ▪ The Advantages of DT Research Signage System

- **Energy Saving:**
  The power management function allows administrators to set up the startup and shutdown time for each player group according to the office hours.

- **Easy to Use:**
  With an intuitive navigation interface, the WebDT Content Manager provides easy to use tools with straightforward operation requiring minimal training. Support for a wide variety of common media files or native content such as PowerPoint, URL, HTML, flash, mpegs, Java, and Silverlight adds to the ease of content deployment.

- **Flexible to Publish:**
  The various media files are designed into playlists, and then set into schedules and stored in a central database for distribution to the network of digital signage displays.

### Results

The first deployment of thirteen (13) SA3000 Signage Appliances in the Mong Kok Branch have been installed in the service and information counters, customer dedicated counters and post office boxes, which bring the following benefits:

### Central Management
The streamlined functions makes advertising and urgent message publishing efficient. Through the LAN or Internet, administrators are enabled to remotely update the playlists and monitor the appliance players within the signage network from any location, saving time and expense to maintain and manage.

### Resource Savings
Information and advertisements are now displayed by digital signage rather than printed posters, reducing paper waste. The

DT Research Digital Signage Systems also feature low power consumption, automatic startup and shutdown, and remote software and firmware updates, which fit the green requirements from the Hong Kong Post administration.
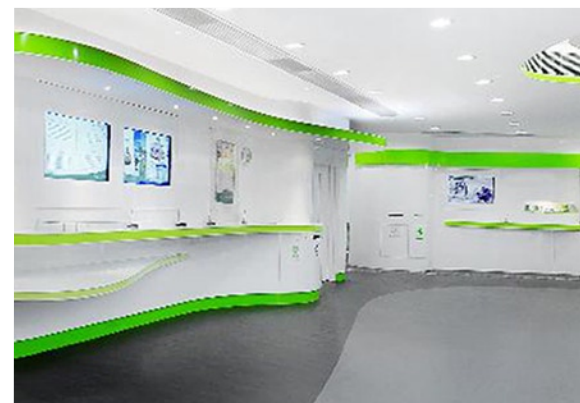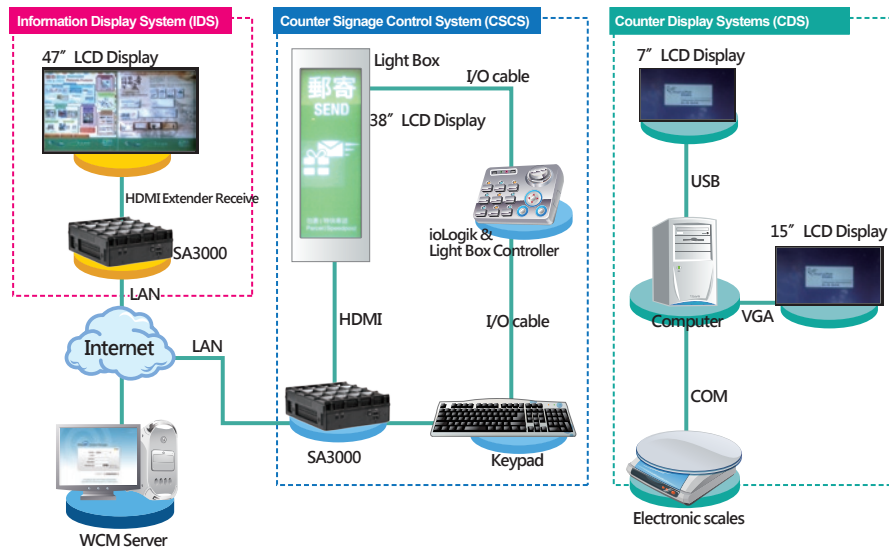
### Enhance Brand Image
The Mong Kok branch's brand new award-winning interior design complemented with the dynamic digital signage system improves the administration's efficiency and successfully enhances its brand image, develops customer satisfaction, and elevates communications about the postal services and products.

The Mong Kok Branch project is a preliminary launch, with a planned rollout for the Hong Kong Post, and deployment of the successful system to other branches, bringing better service to all branch customers.

**For more information about the DT Research Signage System, visit http://signage.dtri.com**

## System Architecture