

## Avalon RSL increases community awareness via ViewSonic Digital Signage Solution

### Challenge

- Provide an interactive information display to club patrons
- Utilise technology to engage and inform guests patrons and members
- Provide a modern, externally managed solution where the content can be updated at any time

### Solution

- ViewSonic CDE5501-TL 55" Touch Screen with built in PC

### Benefits

- Large interactive panel that can run the software to present interactive and feature rich content to club patrons, members and guest
- All in one robust and visually engaging solution for the club reception foyer



### The Results

"We are extremely happy with the new interactive solution from Instorevision and ViewSonic. CommuniTV keeps members and guests up to date with our offers and promotions, whilst allowing the club to be an integral part of the community through the support of local business community sponsors" said Mr Angus Rimmer, General Manager of Avalon RSL. "The wireless updating of content coupled with the reliability and bright graphics of the Viewsonic display really adds a wow factor and brings our reception entrance to life"  
— Mr. Angus Rimmer, General Manager of Avalon RSL.

"Being active in the local community CommuniTV at Avalon RSL Club makes perfect sense as a promotional vehicle for our brand. Not only does it provide a targeted audience, we are able to update the club audience with our offers and promotions on an on-going basis. We look forward to seeing other clubs in the area providing the service."  
— Mr James Johnson, Marketing Manager Johnson Bros Hardware

### Customer Profile

Avalon RSL club is a community focused club located on Sydney's Northern Beaches. Over the last two years the club has been transformed into a modern, vibrant, entertainment venue, attracting patrons across a wide spectrum of age and interests. Newly refurbished the club boasts a large outdoor entertainment deck with large screen TV, and children's play area.

### The Challenge

CommuniTV is a new initiative from Instorevision. Avalon RSL was selected as a pilot due to it's close connections with the local community. CommuniTV serves two purposes. The first, being to keep members and guests up to date with offers and promotions happening within the club, the second to help raise awareness and generate funds for local charities. Having all the club information in a single location reduces advertising clutter around the club, and enables the club patron to access information that is of specific interest to them.

### The ViewSonic Solution

The software solution from Instorevision, provides the club with an externally managed content update service. Content files include video commercials for local business sponsors, poster announcements, and print-able forms. ViewSonic's quality interactive display with built in PC was selected due to the size and visual presence of the display, ease of use, reliability and affordability. The built in pc was a compelling benefit in providing an out of the box solution that was fast and easy to install. The pc handles video files with ease, whilst the on-board wireless connectivity makes for seamless updating of content, negating the need to install cabling, and associated cost and inconvenience.