

ZingHD @ Abarth UK

Following on from the successful launch of the Abarth 500 the Abarth UK identified a requirement for a dynamic solution for all of their dealerships across the UK.

One of their key requirements was to bring together the dealership network and their upcoming international race series – The Trofeo Abarth 500 GB in an innovative, eye-catching and unique way.

Abarth's UK dealerships already have existing digital car configurators (DCC) and utilising as much of their existing hardware (including their existing touch screens) as possible is always a primary concern as the project continues.

Zing Digital Media Solutions @ Abarth

- Fully managed high definition digital signage
- Integration of ZingHD with the Abarth DCC
- Scalable centrally managed networked solution
- Real time media direct from the race track
- Effective marketing and sales tool
- Unique Bluetooth content delivery



Features:

- Fully managed digital content from anywhere
- Advertising campaigns scheduling and management
- Deliver rich media including Video, Flash, Audio, RSS and images
- Centralised server controlling your digital distribution
- Combined hardware and software solution
- Robust technology for trusted continuous operation and fast delivery
- Modular infrastructure - ad as many displays as you want
- Easy to manage web interface
- Easy content scheduling
- Display grouping
- Display live information - news, weather, travel, emergency statements etc
- Integral system status monitoring

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The benefits we have found are:

- Promote, cross-sell and up-sell targeted products
- Enhanced venue experience Directional signage
- Promotion of other venues within the service
- Decrease the amount of printed media we produce

About Zing Digital Media

As the name suggests we offer a full High Definition Digital Signage Solution capable of showing all content up to and including full HD at 1080p.

Zing HD Digital Signage provides eye catching colourful content that can enhance sales potential across all market sectors including retail, banking, real estate, hospitality, leisure, corporate, travel and many more alike.

Zing HD easily accommodates large projects such as Multi-National Corporations to Shopping Centre deployments or standalone installs for unique smaller outlets.

Using Zing HD Digital Signage you can fully customise and control all your digital displays from almost anywhere with internet access, with Zing HD you can change, update, schedule and refine any content remotely for the most targeted messaging possible.

Compared to traditional static signs, Zing HD can quickly and easily manage and distribute updated, customised and targeted content to the general public in an entertaining, informing and engaging way.



Contact Zing Digital Media

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