



the definitive source of intelligence  
for an industry with an identity crisis

## retail

### Taiwan's Cylindrical Displays

#### Improve The All-Round

#### Mall Experience

24 Jun 2005

Taiwanese display manufacturer DynaScan is leading its charge into the digital-signage market with a proprietary retail media network in its own back yard. Using the company's flagship cylindrical and 360-degree-viewable LED units, DynaScan has already established a presence in 11 malls in four Taiwanese cities, with five more locations set for installation by the end of 2005.

Situated in the malls' high-traffic areas – mainly food courts and major entrances – DynaScan's unusual displays, which are up to 2m (about seven feet) in diameter, play a mixture of live television news, movie trailers, music videos, mall information, and third-party advertisements.

This mix represents a desire on the part of the mall operators to improve patrons' shopping experience, and to inform visitors of mall services and sales events, according to Wayne Wang-Ping Yuan, DynaScan's Taipei-based product and marketing manager.

Yuan notes that hungry and tired visitors spend a long time in the mall food courts, but that the surroundings are usually drab in comparison with the other areas of the mall. He says that the displays aim to address this by keeping shoppers "entertained, informed, and energetic", encouraging them to "stay longer and spend more".

The displays are either floor- or ceiling-mounted, with accompanying audio played from multiple locations around the viewing area.

#### Rotating LEDs appear as one image

DynaScan fully owns and operates the network – including the displays – and programming is delivered using its own scheduling software, developed by a team of in-house engineers. Currently, all units are networked together, with content and schedule updated remotely by a server in DynaScan's corporate



A ceiling-mounted 360-degree-visible LED display plays public-service ads to food-court patrons at Taipei's Windance Mall

headquarters in Taipei. The exception to this is live news content, which is delivered directly to the displays via satellite.

The technology which allows the same content to be viewed from any angle involves a strip of rapidly rotating LEDs, which change color as they pass over a pre-programmed pixel location. Due to a phenomenon known as persistence of vision, the viewer sees a single, consistent image rather than a whirring kaleidoscope of colored dots.

According to Yuan, DynaScan's displays are five to ten times brighter than regular LCD or plasma screens, rendering them visible from up to 30m (100ft).

Despite – or because of – this technology, Yuan says that advertisers were initially wary of the medium. However, as the number of locations has increased he says it has become easier to attract ad dollars.

#### **Advertisers are global brands, not stores**

Most of the advertisers on the mall network – in addition to movie studios – are national and international consumer packaged goods brands such as Proctor and Gamble and large soft-drink manufacturers, rather than individual stores in the malls.

According to Yuan, airtime on the network is sold on a footfall cost-per-thousand (CPM) basis, and on the location of the individual malls, which deliver different demographics and therefore offer varying value propositions to media buyers.

Ads are sold on individual units or across the entire network, in packages of five ten-second spots per hour. Yuan says that the ratecard ranges from “a few thousand to tens of thousands of U.S. dollars”, depending on location and frequency of ads.

Backlit static ad space at the top and bottom of the units is also sold on a monthly basis. All media sales are handled through regional advertising and media companies.

#### **Other markets include hospitals, airports, parking lots**

As well as being installed in some of Taipei's most upscale shopping malls – including the city's fashionable Breeze center and City Jungle – DynaScan has deployed its cylindrical LED screens in other prominent areas around the island, including one outdoor unit in Taipei's Shihlin Market Area and two hospital installations in Taiwan's second city, KaoShiong.

The displays have proved also popular with other countries in the region; in addition to a number of similar mall installations in the Philippines, and a network of five displays installed by Buynow, a computer and electronics chain in Nanjing, China, DynaScan has recently secured a contract to supply around 1000 smaller units to CarTec, a Japanese parking-lot operator, which intends to install the displays in its city-center properties.

Airports have also provided a source of demand, with installations already operational in international hubs in Stockholm, Amsterdam, Shenzhen, Dubai, London Gatwick and Paris Charles de Gaulle.

In most of these cases, DynaScan provides only the hardware, with content aggregation and scheduling



Advertisers on the DynaScan network include movie studios and global brands



DynaScan's displays have also proved popular with non-retail venues such as airports and parking lots

the responsibility of the host location or third-party media companies (in the case of London Gatwick, a collaboration between the British Airport Authority and outdoor-media giant JCDecaux).

But Yuan says that following the expansion of the mall network, DynaScan intends to move into other high-traffic public locations in Taiwan and China.

**Kevin Massy**

partner events



[email to a friend](#)

[add to PDF](#)

© copyright aka.tv 2005

[info@aka.tv](mailto:info@aka.tv)