

London Motor Show gets Inspired

When the Trader Media Group, publishers of over 70 publications including Auto Trader, Bike Trader, Truck Trader and Top Marques decided to exhibit at the prestigious London Motor Show, they needed a truly spectacular stand in order to stand out among all the motor manufacturers. A centerpiece of the final stand was a 6 screen time synchronized solution.

In order to deliver something different from the usual, Inspiration Matters working in partnership with NEC and the Inspired Signage software solution, delivered a seamless, high resolution presentation across 6 NEC high definition LCD's. What made the solution different from other similar solutions is that each screen was driven by a single input PC with time synchronization that delivered the content to the screen at 60 frames per second, with pixel for pixel matching. The highlight of the presentation was the cars driving across all 6 screens from left to right, with live rendered smoke effects.

Time synchronization is a notable feature of the Inspired Signage software, and can be implemented across any number of screens. The only limit is your imagination and your budget.

The content was all designed with the Inspired Signage "Studio" product.

Studio enables designers to see in real time the outcome of their work across as many screens as they are designing for on their PC. This is distinctly different from most solutions, where you can only see the outcome of your design when it is actually "Live" onsite.



The impact of time synchronized content, rendered live and at high definition was truly stunning and complemented the final WOW factor that Trader Media were looking for.

About Inspired Signage

The Inspired Signage suite of dynamic digital signage software enables the creation, scheduling, delivery and management of high definition content for dynamic digital networks. Inspired Signage is suited to transport, retail, retail banking, education and many other markets where you have a message to communicate. Retail clients using Inspired Signage to deliver their digital signage initiatives include among others Hertz, Barclays Bank, Imax Cinemas, Pearsons Department stores, Air Viceroy Travel and Centra Stores.