



C-nario Scene: Q3, 2009

Newsletter

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A Note from the CEO

Dear C-nario Community,

As the world seems to recover from the recession, we see a growing demand for digital signage projects and expect more and more organizations and companies to implement this powerful medium.

Digital signage has already gained worldwide recognition as a very effective channel to deliver

In Israel, the local Orange cellular company selected C-nario's digital signage platform for Orange's new experience shops (concept shops).

One of the emerging applications of digital signage is sports stadiums. C-nario can provide any kind of digital signage solution for sports stadiums – from

information and promotional messaging.

We have strengthened our presence in Europe with new distribution agreements in Germany, Austria and Switzerland, with SDI Gesellschaft für Medien-technologie, and a new distribution agreement in Italy with Hantarex Electronic Systems. These two agreements are another important milestone in implementing our strategy and vision to become a Pan-European provider of innovative digital signage solutions. We have already exhibited our combined solutions with SDI services at the Viscom 2009 visual communication trade show, held in October in Dusseldorf, Germany, and we will exhibit our combined solutions with Hantarex displays at Viscom Italy, to be held in November in Milan.

Our products continue to be the preferred solutions of major organizations and corporations. In The United States, we were chosen by the New York Stock Exchange to deploy high-impact multi-display systems (one of our main strengths) on the trading floor.

huge stadiums requiring high-end applications to small stadium requiring quality solutions in an affordable price. In this issue we include a white paper about it and a case study about our project at Lucas Oil Stadium, the home of the Indianapolis Colts football team, where we installed one of our applications at the VIP suites.

Enjoy reading,

Sincerely,

Arnon Diskin
Chief Executive Officer

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C-nario and SDI Announce Partnership in Germany, Austria and Switzerland

C-nario and SDI Gesellschaft für Medientechnologie, a provider of audio visual professional services, today announced partnership for distribution of C-nario's solutions in Germany, Austria and Switzerland. Both companies co-exhibited their products and services at the Viscom 2009 visual communication trade show, held in Dusseldorf, Germany, October 1-3, 2009 (booth # J22).

[Click here for full press release](#)

C-nario Deploys High Impact Multi-Display Systems on the Trading Floor of the New York Stock Exchange

C-nario has deployed innovative multi-display systems at the New York Stock Exchange (NYSE). The systems are based on C-nario Messenger. Diversified Systems Inc. (DSI) was the system integrator for this project. The system delivers and presents massive amount of real-time information.





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Digital Signage in Sports

The growing demand for digital screens in sports stadiums is only natural in light of the benefits digital signage brings to the sports arena, and the new huge stadiums that have become a standard today. Stadiums hosting thousands of people require large high impact multi-displays to engage the audience, communicate relevant information to them and create a unique viewer experience. Stadium managers increasingly expect digital signage to be a central part of that spectator experience.

[Click here for the white paper "Digital Signage in Sport"](#)

Indianapolis Colts Lucas Oil Stadium Takes its VIP Lounges and Clubs to High Definition Mode

Indianapolis Colts - Lucas Oil Stadium is the home of the Indianapolis Colts football team. The Stadium decided to upgrade the stadium VIP lounges and clubs with high resolution video walls. C-nario Cube™, the only system to combine video wall technology with digital signage for remote management, content creation and show control has been chosen. Today, C-nario's Cube provides a state-of-the-art game experience at the stadium's VIP lounges and clubs. Club members no longer come to enjoy the game, but to a whole show experience.

[Click here for the case study](#)



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Israel's Orange Selects C-nario's Digital Signage Platform for New Concept Shops Network

Israel's Orange cellular company has selected C-nario's digital signage platform for Orange's new experience shops (concept shops). C-nario's platform manages interactive digital screens displaying Orange's portfolio, including cellular communications, landline communications, Internet, etc. In addition, the screens display content from Israel's Orange entertainment website – Orange Time. The interactive screens enable also to enter various Orange applications and experience the use of these applications. With the advanced digital display, visiting the shops becomes an impressive experience.

[Click here for full press release](#)



C-nario and Hantarex Announce Partnership in Europe

C-nario and Hantarex Electronic Systems, a provider of innovative displays, announced a partnership for distribution of C-nario's solutions in Europe. Both companies will co-exhibit their products and services at the Viscom Italy 2009 visual communication trade show, to be held in Milan, Italy, November 5-7, 2009. Under the terms of the agreement, Hantarex will offer combined solutions based on the company's displays and C-nario's digital signage software products. The combined solutions will encompass a full range of digital signage projects, from entry-level applications up to video walls.

[Click here for full press release](#)



Tech Spotlight:

Real Multi-Display Support vs. Desktop Extension



Avishay Ben Natan, CTO at C-nario, discusses the challenges of truly supporting multi-display arrangement of screens and highlights C-nario's approach to multi-display in digital signage and how C-nario's playback engine solves problems that arise when digital signage systems make use of the standard Windows desktop.

C-nario Canvas supports synchronized playback of large video file split to multiple high definition files, has bezel support for any arrangement including oddly arranged collages, and more.

[Click here to read the article](#)



Market Trends:

Digital out-of-home Advertising Revenues in Western Europe will Quadruple over the Next Five Years

Bharatbook.com announce a new report on "Digital Signage in Europe: Opportunities for digital out-of-home advertising" which provides the comprehensive overview of European digital signage networks.

[Click here for full press release](#)

Wireless Digital Signage Boosts Sales Over 1000%, Says New Report

Results from a new internet-based digital-signage project in more than five dozen pharmacies in South Africa show that sales improved between 20% and 1200% for specific products that were advertised on the in-store network.

[Click here for full press release](#)

Arbitron Reports that the Out-of-Home Digital Video Display Audience Exceeds 155 Million or 67 Percent of Americans Per Month

Approximately 155 million (67 percent of) U.S. residents aged 18 or older have seen an Out-of-Home (OOH) digital video display, in the past month, at one or more of 17 types of public venues according to a new study by Arbitron Inc. (NYSE: ARB). The Arbitron Out-of-Home Digital Video Display Study 2009 shows that the general audience for OOH digital video displays represents a cross-section of American consumers, and closely mirrors the average U.S. population.

[Click here for full press release](#)