

CASE STUDY: Rolls-Royce

Rolls-Royce Corporation reaches out to employees with MediaTile digital signage

For nearly a year, Rolls-Royce Corporation researched digital signage solutions to replace an aging corporate communications AV system and bring the company in compliance with its union contract. The challenge included linking up two manufacturing facilities, a training center and two satellite offices in Indianapolis, without connecting to existing networks while providing opportunities for expansion. Rolls-Royce turned to MediaTile and deployed a cellular digital signage solution with secure web-based control.

MediaTile's cellular and web-based solution was chosen because it is simple to deploy and easy to operate. The new system improves employee communications and engagement, to improve safety awareness, increase efficiencies, and improve customer education. With the solution in place, Rolls-Royce gained the ability to:

- Communicate directly to employees across all environments.
- Replace antiquated print communication with more dynamic and engaging communications and information.
- Use video as a mass communication tool, which was previously reserved for only those employees with intranet access.
- Deploy without additional LAN cabling or using Wi-Fi.

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The beauty of the MediaTile system is that it allows us to supply real time, useful information to our employees using state-of-the-art technology.”

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—John Gallo,
Vice President, Business Operations
Rolls-Royce Corporation

The Situation: With more than 4,000 employees on-site, roughly half were tied to the shop floor. These employees did not have ready access to email, voice mail or corporate intranet. Delivering communications to the shop floor required costly print communication and the efforts of already over-burdened supervisors.



The Solution: MediaTile's 32" cellular digital signs were deployed in employee break rooms, cafeterias, vending machine areas and lobbies. The all-in-one plug and play MediaTile displays were deployed quickly and easily - requiring only a connection to a power outlet to operate. With MediaTile's easy-to-use, web-based MediaCast portal, content can be uploaded, and playlists can be easily created and issued to specific displays to remind employees of critical business information, company events and other important news.

The MediaTile Advantage:

- Fast, easy deployment in a fraction of the time of a traditional "networked" solution
- No IT services needed, includes built-in cellular broadband services - just add power
- All-in-one commercial displays that deliver high-impact messages
- Very easy to operate and manage with a web-based, SaaS platform
- Supports use of existing material- images, video, Flash, and dynamic media
- Reliable, robust and highly scalable displays

About MediaTile: The MediaTile Company is a worldwide supplier of award-winning, Cellular Digital Signage™ and web-based SaaS solutions that are remarkably easy-to-deploy and operate. Just add power to the all-in-one displays or media players and use the MediaCast system to manage and monitor your merchandising, informational or interactive communications network. MediaTile solutions support leading 3G and 4G wireless broadband networks including AT&T, Sprint, VerizonWireless, Telus and others, and work with industry-standard displays to give you maximum business flexibility. Backed by our MediaServices team, a 99.9% uptime guarantee, and end-to-end service and support, your network will be up and running in record time, with record results. Visit: www.mediatile.com