

DIRECT SALE

CAYIN Digital Signage Solutions Bring Brands and Products to Life in Amway Customer Experience Center

BRIEF PROFILE

Place: Thailand

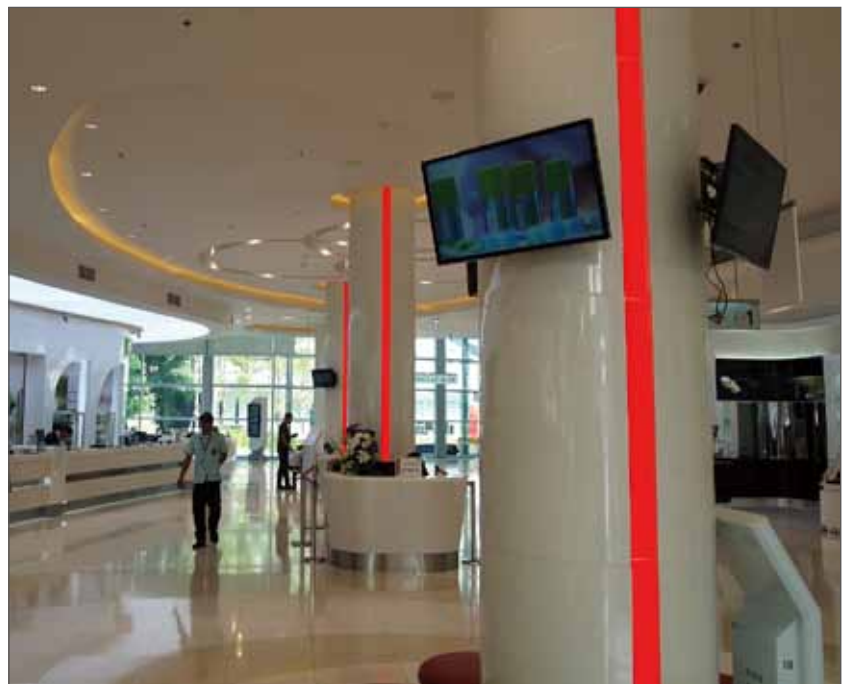
Industry: Direct Sale

Solution:

- SMP-WEB4 x 13
 - SMP-200 x 20
 - SAMSUNG
- 32-55"LCD screens x 13,
32" LCD screens x 20

Amway

Established in the USA in 1959, Amway has been one of the world's largest and most successful direct selling businesses with annual sales of more than \$11.3 billion USD. The company operates in more than 100 countries and is well-recognized across the globe. Amway Thailand was established in 1987 and has become the largest direct selling business in Thailand. The company has a wide range of health, beauty, and homecare products.



Case Study- Amway Experience Plaza Thailand

Companies all over the world are using CAYIN Digital Signage Solutions in a variety of ways to market their products. A growing trend among brands today is the creation of customer experience centers where interactive technology and digital signage are prominently featured. CAYIN provides businesses with the smart devices needed to bring their brands to life for their consumers and stakeholders.

Digital Signage Powers Amway Experience Center

Amway is one of the world's largest and most successful direct selling businesses with annual sales of more than \$11.3 billion USD. The company operates in more than 100 countries and is well-recognized across the globe. They attribute the success of their 3 million member business community to strong marketing that features "Brands that Do Wonders, Opportunities That Empower, and Relationships That Endure."

When Amway set out to build a modern new headquarters in Thailand in 2012, their plan was to build a state of the art 9,000 square meters Amway Experience Center which is the first of its kind in Asia. Company executives envisioned modern architecture both inside and out with vast product and brand showrooms. They wanted each of their core brands to be supported with integrated displays and multimedia and audiovisual capabilities. The center would be a place to train members and distributors on Amway products and to promote the Amway lifestyle and business opportunities. Nutrilite®, Glister®, Artistry®, i-Cook® and more are showcased in designated exhibition areas, and they wanted their products and brands to come to life in an interactive way.

Interactive Multimedia Optimizes Member Experience

Amway wanted their new experience center to display the best of science and technology. They wanted information to be conveyed in an interactive way using flash games and animation. They wanted quality and perfectly timed video, audio and digital images. At every station, with every display and in every presentation, the member experience was the primary concern and motivation.

Amway outsourced content design and development to several companies, and they enlisted the expertise of Thailand system integrator DMASSTech to design and build the audiovisual infrastructure to support and deliver the rich product content that was critical to the Center's success. DMASSTech has extensive experience implementing end-to-end digital signage solutions. Their expertise in audiovisual installations, and their service, support and training during and after implementation made them a perfect fit for the Amway project.



Digital Signage Appliances Speed Deployment

To address the advanced technology needs of the Experience Center, DMASSTech chose an integrated suite of CAYIN Digital Signage Technology. CAYIN's devices with robust interactive and multimedia capabilities provided the ideal platform for Amway's Experience Center. DMASSTech implemented the following CAYIN products:

SMP WEB4 Web-Based Digital Signage Player – Quantity: 13

SMP-200 Zone-Type Digital Signage Player – Quantity: 20

CAYIN's solution was the optimal fit for several reasons:

- **Ease of Use.** Amway wanted elegant simplicity, and SMP-WEB4 is a well-optimized digital signage appliance, which integrates hardware and software. The players turn off and on very easily with just one touch remotely.
- **Instant Playback & Tailored Content to Optimize Experience.** Amway hosts many visitors and groups each day. Each visitor's needs for information must be met. SMP-WEB4 features Multimedia Playback that supports playback of Flash animation, HTML syntax, RSS mainstream web display, videos, images and full page digital posters and text. Interface design tools allow content to be tailored to the audience and/or tailored to events. All of these were capabilities combine to optimize each member's experience at Amway.

- **Real-Time Video.** Amway holds frequent seminars and lectures, and they are exploring ways to broadcast these talks to Experience Center visitors. The AV-in connector gives them the option of delivering real-time video directly to players. With the ability to show video from TV tuners, DVD players, USB cameras and more, SMP-WEB4 provides Amway with many possibilities for the future and for growth in event participation.
- **Touch Screen Interaction to Support Guided Tours.** SMP-WEB4 brings Amway products and brands to life on demand as center visitors take guided tours. Members can access via touch screen more in-depth product information to gain a deeper understanding of the products' features.
- **Energy Efficient.** Amway wanted an environmentally friendly solution and they liked that SMP-200 consumes 50-100 times less power than a desktop PC. They also wanted to be able to turn on and off remote screens immediately when necessary and for other screens they wanted to conserve power by using a pre-set timer schedule.



Benefits of CAYIN Signage Solution:

CAYIN's Digital Signage platform enabled Amway to speed their time to market for the Experience Center. Amway was able to focus on creating engaging educational content knowing the audiovisual systems had the capabilities they required, while being easy to implement and maintain in their daily operations. Amway's Experience Center has increased participation and brand engagement from members and distributors. CAYIN products play a critical role in fueling business growth for Amway Thailand and add a new dimension to the advancement of the Kingdom.

CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions including media players, servers, and software which are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide, and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.

DMaSStech in Brief

DMaSStech Company Limited is established with the vision that the digital signage will soon be one of the most effective tools for the marketing communication and public relation, mass and widespread in the media world. With the mission to be the market leader in providing digital signage solution in Thailand and regional markets, DMaSStech is focusing its resources, commitment and effort to move the company forward and exploring expertise in the new updated solution to ensure the right solution to customers' need. It also has served more than 40 corporate customers with CAYIN's digital signage solution providing both the stand-alone solution and the networked solution.



CAYIN Technology Co., Ltd.

8F-2, No. 577, Linsen N. Rd., Taipei City 104, Taiwan

TEL: +886-2-25951005 FAX: +886-2-25951050

sales@cayintech.com www.cayintech.com