

When Digital Signage Meets Fashion: Dazzling Café

BRIEF PROFILE

Place: Taiwan

Industry: Hospitality

Solution:

- SMP-WEB4

Dazzling Café

In the year 2010, the first shop of Dazzling Café opened, serving honey toast at the eastern district of Taipei City. The signature product, honey toast, has significantly attracted customers from all around Taiwan to queue in front of the shop just to have a taste. The exquisite desserts with a classic French décor in-store design make the store the best place for people to spend their time with friends and family. To serve more customers, Dazzling Café opened stores one after another, and it currently has seven stores around Taiwan. In May 2013, Dazzling Café expanded its reaches to Shanghai and opened Dazzling Shanghai 1 in the Dapujiao area.



The New Concept of Creative Technology Integration

The exquisite fashion dessert culture has been popular in Taiwan for a long while.

Facing the proliferation of gourmet coffee shops and tea shops around the country, how to stand out from this competitive market, increase potential sales opportunities, and further attract the attention of customers have become important issues. It is also a big challenge for the owner in the catering industry to enhance the overall dining experience and keep customers in a pleasant mood while they are waiting.

To provide customers with a better overall dining experience, Dazzling Café has been seeking creative in-store technology integration opportunities in many aspects. Through the use of digital signage, Dazzling Café hopes to replace the old-fashioned printed posters and to combine fashion and technology in the Dazzling Café Express store in Breeze Center at Taipei Main Station.



The Connection of Fashion and Technology

By cooperating with Vcheng Technology, CAYIN deployed SMP-WEB4 web-based digital signage players with 42-inch industrial LCD displays. Going with the basic colors in the store, the display is exclusively designed in black and white using sheet metal technology, automotive paint, and artistic lettering to create a new style of fashion technology.

In the future, Dazzling Café can simply introduce special offers and promotions to communicators and tourists in Taipei Main Station via appealing digital content. For the customers who are waiting in front of the store, they can also have an initial experience of food and service from the multimedia content. With the decoration of in-store digital signage, customers can have a chance to further experience new visual enjoyment while enjoying delicious cuisine. Moreover, it would be of great help to spread the spirit of the brand and enhance the communication between brand and customers.

Four Digital Marketing Trends for Restaurant and Catering

- High-tech fashion to enhance overall dining experience
- Multimedia content to show eye-catching digital menus
- Remote content scheduling to manage real-time promotions
- Paperless advertising to save energy and reduce overall costs



CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions—including media players, servers, and software—that 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.



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