

# Gold Dragon Yaowarat

## Transforming Gold Trading with CAYIN Technology

### BRIEF PROFILE

Place: Thailand

Industry: Retail

Solution:

- SMP-2200

### Elevating Customer Experience through Digital Innovation

The primary objective of this project was to implement a digital signage network that could display real-time gold trading prices. This technological upgrade aimed to enhance the customer experience by providing timely and relevant information, thereby facilitating informed decision-making. To bring this vision to life, Gold Dragon Yaowarat partnered with DmaSStech, a highly professional distributor of CAYIN Technology. Known for their technical proficiency and exceptional service, DmaSStech was the perfect partner for this ambitious project. Their role as the installer and media provider, along with their collaboration with website designers, ensured a seamless integration and flawless execution.



### Gold Dragon Yaowarat: A Jewel in Bangkok's Crown

Gold Dragon Yaowarat Goldsmith Co., Ltd., situated in the bustling heart of Krung Thep Maha Nakhon (Bangkok) City, Thailand, is a prestigious gold exchange service provider renowned for its exquisite collection of gold jewelry. Their diverse product range includes gold necklaces, rings, earrings, bracelets, and Buddha amulet frames, making them a trusted name in the gold trading industry. However, they faced a significant challenge: the need to display real-time gold trading prices accurately and efficiently. In an industry where price fluctuations are constant, it was imperative to provide customers with up-to-the-minute information to maintain transparency and trust. This necessity led them to explore digital solutions that could seamlessly integrate with their existing operations.

### Seamless Integration: From Concept to Reality

The digital signage system, powered by CAYIN's SMP-2200 media player, was installed on the wall inside the shop. This strategic placement ensured maximum visibility and accessibility for customers. The display system was designed to connect directly to the central gold price website, automatically updating the selling price as per the customer's preferences. The content displayed on the screens was meticulously designed to showcase real-time gold trading prices. This dynamic and visually appealing presentation not only attracted customers but also provided them with critical information, enhancing their shopping experience. The content was continuously updated by connecting to the central gold price website, ensuring accuracy and reliability.



## Swift Execution for Maximum Impact

The project commenced in September 2023 and was completed swiftly, thanks to the efficient collaboration between Gold Dragon Yaowarat, DmaSStech, and the technology providers. This rapid execution allowed the goldsmith to quickly benefit from the new system. The digital signage system is now a vital part of Gold Dragon Yaowarat's operations. By utilizing the SMP-2200 media player to connect to the website, the goldsmith can effortlessly display real-time prices, providing customers with the most current information available. The implementation of the digital signage system received overwhelmingly positive feedback from customers. Its convenience and the modern, aesthetically pleasing content significantly enhanced the shopping experience.

## Positive Feedback and Future Expansion

Encouraged by this success, Gold Dragon Yaowarat has decided to install similar systems in another branch, further expanding the project's reach. Customers have praised the new system for its convenience and the beauty of its modern content. The ability to access real-time pricing information has not only improved customer satisfaction but also reinforced Gold Dragon Yaowarat's reputation as a forward-thinking and customer-centric goldsmith. The standout feature of this project is its innovative approach to displaying real-time gold trading prices. By connecting directly to the central gold price website, the system ensures that customers always have access to the latest information, setting a new standard in the gold trading industry.

## DmaSStech: Excellence in Digital Signage Solutions

DmaSStech's role in this project cannot be overstated. As a leading distributor of CAYIN Technology in Thailand, DmaSStech brings a wealth of experience and expertise to every project. Their commitment to quality and customer satisfaction is evident in the success of the Gold Dragon Yaowarat installation. By providing cutting-edge digital signage solutions, DmaSStech has proven to be an invaluable partner in transforming businesses through technology. At CAYIN Technology, we are proud to have partnered with Gold Dragon Yaowarat and DmaSStech to revolutionize the way gold trading information is presented. This project exemplifies our commitment to providing cutting-edge digital signage solutions that cater to diverse industries globally. Through innovation and collaboration, we continue to empower businesses to achieve greater heights.



**CAYIN Technology Co., Ltd.**

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