

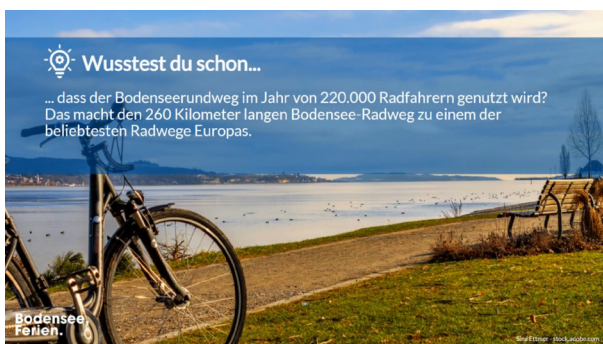


Lake Constance Infotainment, Germany

The digital-out-of-home infotainment system that defies geography

The centerpiece of a cross-border region where three countries meet, Lake Constance is one of the largest Alpine lakes in Europe. Ringed by resort towns from Germany, Austria, and Switzerland, it is a popular vacation spot for millions of tourists annually coming from its adjacent countries and beyond.

SpinetiX technology lies at the heart of the digital infotainment system around Lake Constance. A first for the region, the system is a digital out-of-home (DooH) network designed to reach, inform, and inspire visitors of the region by providing them with high quality targeted messaging at hallmark locations around the lake.



Challenges

First conceived in 2019, the goal of the Lake Constance Infotainment network was to inspire visitors of the region to discover even more leisure activities, landmarks and entertainment in the areas surrounding the lake. The project called for a solution that answers the following requirements:

- Allow for the easily set up, planning, and distribution of content across a **large geographical area**.
- Accommodate targeted, timely, and location-based messaging from **multiple stakeholders**.
- Allow for **multi-user access to the cloud** platform with different levels of user permissions (e.g. limited editing rights vs. full admin mode).
- Scale across an **extensive digital signage network of screens** at multiple types of locations including hotels, visitor centers, and tourist hotspots.
- Is easy to maintain from a **centralized location**.
- Able to collect **proof-of-play analytics** around asset playback for monetized content.
- Sustain a **constantly expanding digital signage network** that defies country borders.
- Support around-the-clock operation with the ability to **turn off screens automatically to save power**.

Solution

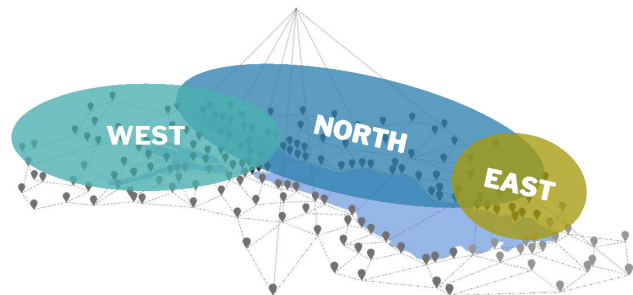
To meet the challenge, SK ONE, the media agency behind the project, called upon the qualities of the **SpinetiX Complete Digital Signage solution**.

First conceptualized in 2020 and launched in 2021, the Lake Constance Infotainment network steps on **SpinetiX ARYA™** CMS and **SpinetiX HMP400** digital signage players. Ever-growing, to date, the network consists of 120 screen locations that fall into three categories: hosts, visitor centers, and tourist hotspots organized in three geographical regions around the lake.

The network is designed to benefit everyone. For example, participating hosts like hotels and guesthouses get their screen installation for free while, at the same time, providing added value to their guests with useful pertinent information on display.



Lake Constance. Infotainment.



The Content Challenge Solved with SpinetiX ARYA Cloud

Content diffused across the Lake Constance Infotainment network is fed from multiple stakeholders and falls into three categories: Infotainment content, Partner content, and Digital-out-of-Home (DooH) advertising.

SpinetiX ARYA cloud enables streamlined management of the full range of content and across the entire infotainment network from a unified location at the media agency's offices. Content from multiple sources is uploaded to the cloud and scheduled to play at specific screen locations in 10, 20, or 30-second spots. The content is distributed across sub-regions, or globally across the entire infotainment network for optimum success and audience engagement.

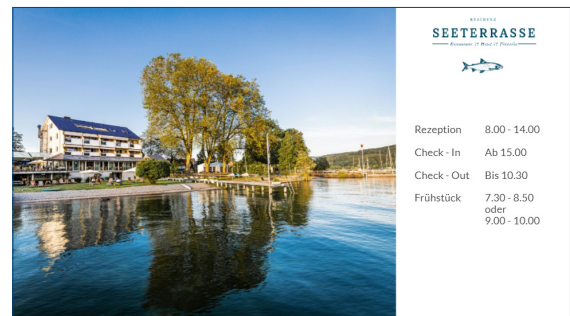
Infotainment Content

Infotainment content includes the base flow of information such as on-site weather, news, events agenda, as well as facts and trivia about regional activities and tourist must-sees. This type of content is created and updated by the media agency behind the project, is shown most of the time and is designed to engage guests by providing insights into the Lake Constance area as well as add value to their stay.



Partner Content

Partner content includes content supplied by the host location such as information about the hotel's amenities, breakfast times, happy hours and more. Distribution of this type of content is free of charge and is limited to the screen at the specific host location. It is divided into 30-second spots four times an hour.



"The installation at Boutiquehotel Zur Winzerstube is very well received and I must say that the content is thoroughly valuable and varied. I'm very happy to be a partner."

Horst Müller, Hotel owner



DooH Advertising

DooH advertising includes paid spots from cultural venues, tourist stakeholders, and regional leisure providers. It follows partner content spots several times an hour. Advertisements are distributed globally, or across network location groups specified by the advertiser for maximum success of their campaign.

" The Lake Constance Infotainment offers the opportunity to provide vacation guests and the residents around the lake with information in an attractive format that is interesting and updated daily."

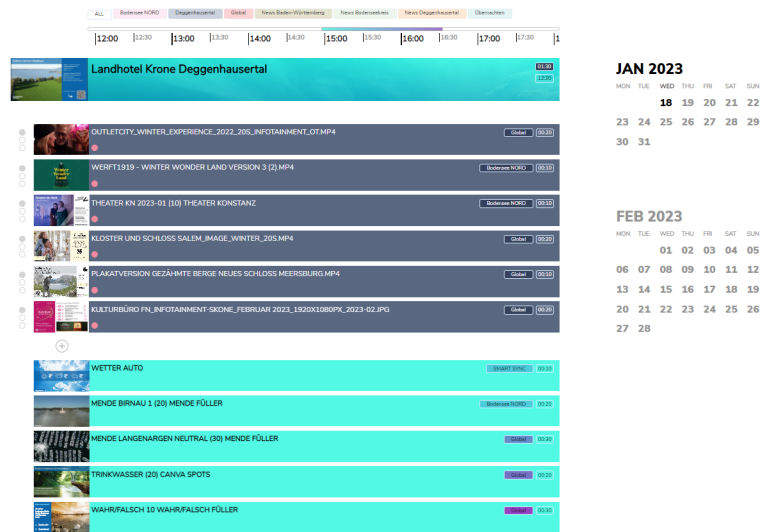
Karl Wehrle, Managing Director
Tourist Information Reichenau



This carefully choreographed content flow is ensured by SpinetiX ARYA's flexibility in managing content.

The smart tag system native to SpinetiX ARYA enables the media agency to add and update visuals, set up data-driven information, and schedule them accordingly – across the entire network, at a regional level, or at a specific location, all with particular emphasis on efficiency and automation.

Tags can be applied at both the content and player levels for convenient grouping and are a powerful feature that ensures flexibility in managing assets.



Screenshot of content schedule featuring tags in SpinetiX ARYA



"The user-friendly interface of the cloud and the possibility to play out different content over a large area convinced us right from the beginning. We are very happy with our decision to work with the SpinetiX ARYA CMS."

Ines Botta,
Head of Tourism Media and Infotainment Project Management

High-Quality Impactful DooH Advertising that Pays Off

The Lake Constance Infotainment project enables the media agency behind it to easily provide one-stop digital content services to its customers. This includes the design and production of high-quality custom content in addition to monetizing advertising spots across the network with the help of advanced SpinetiX ARYA features such as proof-of-play.



This pays off the installations at partner spots and allows hosts to benefit from digital signage on their premises free of charge. In fact, not only does digital-out-of-home guarantee a more qualitative visual experience for the customer, but it is found to be 3 times more impactful than static out-of-home-advertising (OOH) ^[1].

^[1] The "Digital OOH - Global Market Trajectory & Analytics" report. Global Industry Analysts, Inc.

Guaranteed Uptime with a Fleet of Robust SpinetiX HMP Players

The Lake Constance Infotainment system benefits from a fleet of 120 SpinetiX HMP400 digital signage players that work in unison with SpinetiX ARYA cloud to ensure content is always displayed when needed and save power by automatically turning off displays during non-operational hours.

The robust professional-grade nature of SpinetiX digital signage players guarantees minimal to no maintenance costs and optimized profitability. New players can be added to the network at any time and with minimum effort, making the SpinetiX solution one of the most scalable on the market.



HMP400 & 400Wifi

A Digital Signage Network That Defies Geography

With more than a hundred live locations as of January 2023 and 160 more across Germany, Austria, and Switzerland planned, the Lake Constance Infotainment network is unmatched in scale for the region.



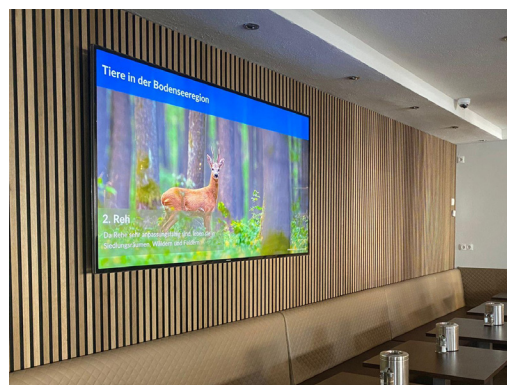
Tourist Info Desk



HARBR Hotel



Heinzler am See Hotel



Adler Hotel



Lukullum Hotel



Results

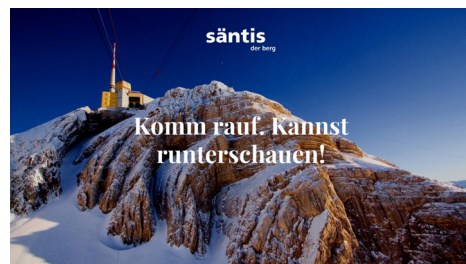
A Whole New World of Possibilities

Visitors across the region have benefitted from an easy way of discovering even more activities and attractions beyond what they initially planned. This adds value to the experience that partner locations offer and brings increased revenue potential to local businesses. The infotainment system truly serves its purpose by, at the same time, inspiring, guiding, and informing tourists across the Lake Constance region.



Advertisers Flock at the New Opportunity to Reach More People in a Better Way

The Lake Constance Infotainment network makes it possible to create attractive and consistent Dooh advertising content broadcast over a large geographical area. The flexible and dynamic content delivery system enables the creation of high-impact custom visual experiences that catch the attention of visitors across the lake region.



Everyone is a Winner with a Scalable Solution

While useful content informs and inspires guests and reaches them at the right place, host locations benefit from free of charge installation and the added value the system brings to their guests. This is made possible by the little to no maintenance required by the SpinetiX digital signage players and the attractive monetizing opportunities that the infotainment system presents. This win-win-win situation combined with the scalability of the SpinetiX complete digital signage solution has led to plans to more than double the size of the Lake Constance Infotainment system and expand its reach across three countries.



Partner: **SK ONE**

ONE

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