



HTGOLD TECHNOLOGY

HTGOLD TECHNOLOGY used digital signage to proceed Digital Content Corporate Communications

Background and Goal

During a period of multiple company mergers from 2014 to 2016, . To assist our critical rebranding and internal communication efforts after the mergers, we wanted a single solution that would not only inform and educate our employees, but would also highlight our collective capabilities in the visual arena. To achieve these goals, we leveraged our digital signage capabilities, providing high-quality and engaging company-wide communications during a transitional period. We implemented multiple digital signage screens throughout common areas in our differ areas offices. These screens display a variety of company-relevant content, from branded messages and special event info to team spotlights and overviews of our offerings. All content is managed remotely through an online portal and driven by our proprietary BBS CMS Solution at each office location.

Challenges

At the time of the mergers, all of our offices were using different platforms for their visual content, and the biggest challenge was in converting those existing platforms into one single network that could be centrally and remotely controlled. To satisfy the final specification set out by HTGOLD , Jarltech provides powerful controls for organising, distributing and updating content, and is able to support smooth transitions between modes displaying wait- time information and marketing presentations.



Meeting Room Digital Information Network

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Solution

By collaborating with internal contacts, we were able to integrate existing platforms across all HTGOLD office locations onto one single network. We implemented the necessary infrastructure and a dedicated content professional at each location to support the BBS CMS Solution. As the project progressed, Jarltech was able to further refine its requirements for the system. Formal specifications for collecting management data such as consultant productivity were added, and the remit for digital signage was expanded to allow the system to present a wider range of content when queue-status information is not required.



“Digital signage screens provide internal communications across a vast geographical area while showcasing our ability to manage visual content..”

- Max Wang
HTGOLD CEO



Guest Information Network Located in Hotel Lobby

Results

By collaborating with internal contacts, we were able to integrate existing platforms across all HTGOLD office locations onto one single network. We implemented the necessary infrastructure at each location to support the player, and a dedicated content professional manages all of the content remotely through our online BBS CMS Solution. Not only are digital screens great for relaying internal communications, but as an artistic interior design feature, they're an outstanding way to show all HTGOLD employees, clients, prospects and visitors our vast range of capabilities with visual solutions..

**Digital Signage
Office**