



9,000 LED Displays Installed & Cabling Run in Record Time

THE ISSUE

A national warehouse retailer needed to update their display technology in more than 1,000 stores across the United States. This project would allow the retailer to have greater control of its digital signage platform to maximize storewide advertising opportunities.

THE SOLUTION

Wachter accepted the challenge to run data cable to 3,400 media players supporting 9,000 LED displays in less than four months. Leveraging more than 20 years of expertise in system control in a grocery setting, sixty-five Wachter teams of electricians, technicians, and quality control supervisors fanned out across the country to complete the project in a condensed timeline. Wachter experts:

- Installed 55-inch displays in the pharmacy, front, and rear grocery area
- Built five end-cap locations featuring 22-inch tablet displays in each store for product promotion
- Enabled wireless connectivity allowing the customer to monitor and update the content via a secure customer network
- Validated the successful network connections of all new devices within the store

THE RESULTS

Thanks to the expanded data-gathering footprint, the customer gained 9,000 state-of-the-art digital touchpoints for connecting with and marketing to shoppers. Wachter's project management and installation experts made it possible for the customer to communicate with shoppers, employees, and vendors more effectively.

KEY CUSTOMER TAKEAWAYS

Consistent Partnership

With more than 94 years in business, Wachter provides access to comprehensive project management and experienced professionals.

Experience and Efficiency

Our veteran technicians bring a higher level of expertise, ensuring we complete projects with precision.

Nationwide Footprint

We have licensed technicians in all 50 states, ensuring efficient service and a seamless customer experience from project initiation until and through go-live.

