INOVIL Riponne Parking Garage, Switzerland

A new vision for the city car park, placing customer experiences at the core

Digital Signage	Smart City	Smart Building	DOOH

INOVIL Parking Riponne is a multilevel city car park with close to 1'1990 parking spaces in downtown Lausanne, Switzerland. With more than a million parked vehicles annually, the underground parking garage is the busiest in the wider metropolitan district and province. The parking facility was completely transformed and rebranded in 2020. This transformation is characterized by a vision where customer experiences occupy a central place in the car park's new identity. It is part of the facility's "smart building at the heart of the smart city" approach.

The parking management selected SpinetiX digital signage technology to contribute to the new identity of the public facility. This new identity emphasizes on new forms of mobility, on urban well-being, and on ensuring continuity between the city and the car park. The SpinetiX digital signage solution installed throughout the park's 4 floors was chosen because of its ease of use, flexibility, minimal maintenance, and the possibility to remotely manage content in a simple and efficient way.

Challenges

The 2-year renovation of the INOVIL parking garage was carried out under the direct patronage of its director Mr. Perera. The aim was to allow customers to have a pleasant urban experience by delivering a welcoming setting, complete with services like carwash, urban bike racks, parcel collection, and more. With this in mind, the SpinetiX digital signage solution quickly established itself as the go-to communication platform for campaigns and advertising messages aimed at the various audiences accessing the car park every day.

The following challenges had to be met by the solution:

- Upgrade the existing network of static advertising poster panels with new digital-display panels allowing for a modern, attractive, and more engaging communication channel

- Reduce the number of panels and review their location to generate more visibility, results, and revenue

- Introduce the ability to easily plan, distribute, and modify advertising content across the entire parking site

- Provide reliable digital technology with minimal maintenance to minimize traditional poster-panel installation and maintenance costs

- Implement an intuitive system that is easy to manage remotely

- Have a simple and flexible solution allowing to delegate content management directly to the supplier and agencies

Solution

To meet the challenge, the INOVIL group called on the expertise of <u>Solmani SA</u>, SpinetiX Certified Gold Dealer based in Switzerland, who managed the project from the design phase to the final installation. In order to meet all the project requirements, Solmani SA recommended the use of HMP400 players in combination with the SpinetiX ARYA cloud platform, both part of the <u>SpinetiX complete digital signage solution</u>.

SpinetiX HMP400 Players – Unlimited Flexibility

A total of 18 SpinetiX <u>HMP400 players</u> were used across the parking facility. The SpinetiX HMP400 player is designed to meet the most demanding digital signage scenarios with its rugged compact design, a plethora of features that can be flexibly enabled on the fly and is engineered for a secure 24/7 operation.

Players across the Riponne parking garage distribute content on multiple displays of varying types and sizes across all four floors: and include 65" and 85" LCD screens, LED displays, an 88" super-stretch display at 32:16, and a multimedia projector. A digital road-sign LED display that indicates the occupancy rate of each floor is also part of the installation.

Combined with the <u>SpinetiX ARYA</u> cloud platform, the HMP400 players provide the flexibility and ease of use desired by the end customer while ensuring minimal maintenance.

HMP400 Player by SpinetiX

"We have to change our mindset; a parking lot is not just used to accommodate cars, but customers too."

JOHNNY PERERA
Director, INOVIL SA

SpinetiX ARYA - The Cloud-based Visual Communications Platform that Makes all the Difference

SpinetiX ARYA makes it easy and efficient to create compelling and engaging content that catches the attention of customers.

As is the case, multiple users have access to SpinetiX ARYA at different levels for creating and distributing content across the platform and on to the screens. Both the end-customer and an advertising agency can efficiently manage screen content with employees each having specific rights: upload, edit, schedule content, or having system-wide administrator rights.

As it is a cloud-based platform, SpinetiX ARYA is very easy to access and only requires a simple Internet connection to run. Its ease of use makes SpinetiX ARYA the ideal platform to create attractive content fast that generates visibility and engagement.

Monetizing Opportunities through High-quality Impactful Advertising

The reason behind deploying digital signage across the INOVIL Riponne parking garage is to distribute advertising content to customers; what is called, Digital Out-Of-Home (DOOH) communication. Before the renovation, the car park had a network of static poster panels that required regular substantial maintenance, especially when a poster had to be changed.

Maintenance costs are drastically reduced by replacing the existing static panels with digital panels equipped with SpinetiX technology where content is changed quickly and easily. More importantly, the new system has made it possible to broadcast more visible and attractive advertising messages which in turn generates higher revenue and stronger customer engagement.

In fact, not only do digital signage screens guarantee a more qualitative visual experience for the customer, but they also generate much higher profitability than static billboards with a ratio of 3 to 1. Advertising on the digital poster panels at the car park is organized as follows. Four advertisers are allowed per panel. Each is allotted with an equal amount of time. Advertisers are allowed to put messages in the form of images or video based on their own requirements. Finally, content on all digital panels is synchronized and played at the same time throughout the facility. This system makes it possible to adapt campaigns according to the period and offers a real opportunity for advertising clients.
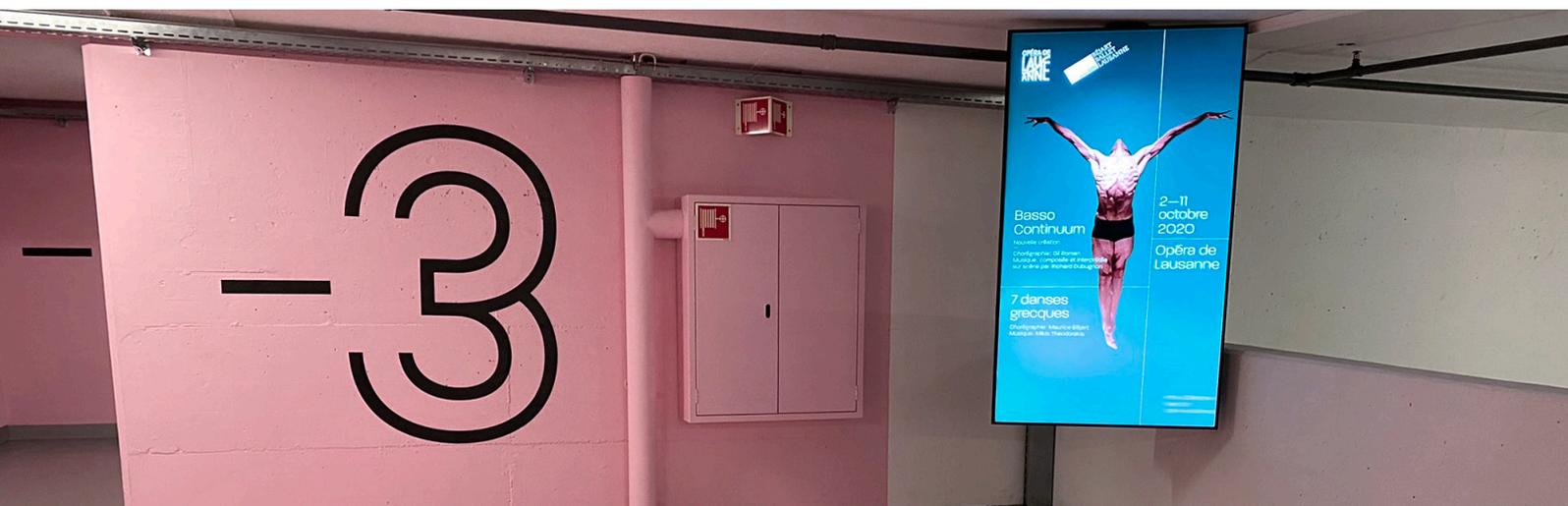
Smart-building Digital Signage
Across Strategic Locations on all Four Floors

The INOVIL parking garage at Riponne in Lausanne welcomes car drivers and pedestrians alike. Displays, part of the installation are strategically distributed in all entrances and exits to generate maximum visibility. Special signs near elevators or broadcasting sound are also used to get more people's attention.

## LED road signs and Emergency Alerts

Pedestrian entrance

Thanks to a data-driven approach, the SpinetiX digital signage solution made it easy to integrate an LED signaling screen that keeps car drivers informed about the occupancy rate of each floor. The content for this screen is developed by Solmani with the SpinetiX Elementi digital signage software and uses third-party data fed in real-time.

The same data-driven approach and extreme flexibility allows the installation to connect to data from the CO2 emissions monitory system. This in turn helped the parking team use the digital signage installation as a facility-wide emergency alert system.

Screens are strategically installed at the entrance to the car park reserved for pedestrians so that they have immediate access to the information displayed. A 32:16 stretch screen is located above the escalator to allow people to see the contents as they enter the premises of the car park.
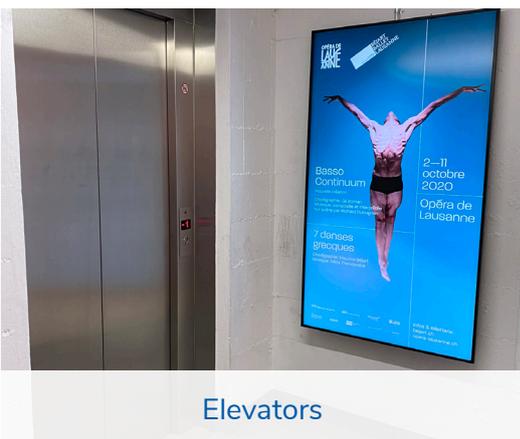
Elevators
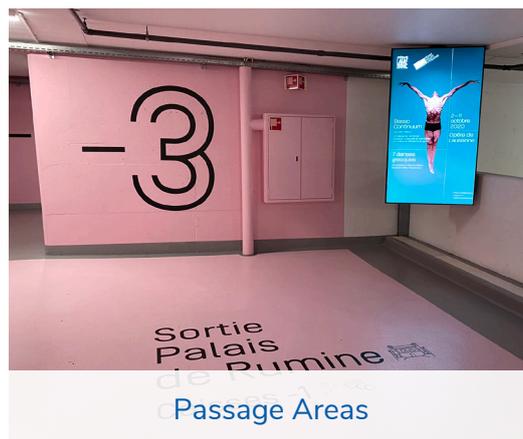
Passage Areas

Pay Stations

Areas near elevators are equipped with digital panels as well in order to distribute content to customers waiting and to those exiting the elevator.

The same type of displays and content are also positioned at intermediary points part of the journey customers take from their parking slot to the exit of the garage and vice versa.

Screens are strategically installed at highly trafficked zones, including around the parking's half a dozen automatic cashiers. Clients who come to pay for their parking therefore have quick and direct access to the information transmitted on the panels.

Results

Advertisers flock at the new opportunity to reach more people in a better way

The digital signage installation at the INOVIL car park makes it possible to create attractive and consistent advertising content broadcast over four floors. The created visual experiences are more engaging and convincing than the ones created by static posters. The flexible and dynamic content delivery system, based on the SpinetiX HMP400 player and the SpinetiX ARYA cloud solution, enables the creation of high-impact visual experiences that catch the attention of different target audiences.

Advertisers quickly grasped the power and efficiency of the new system. Whereas before the renovation advertising space was mainly occupied by the shareholders of the car park, advertisers are now varied with various levels of regional influence - local, district, and national.

Minimal maintenance required

Thanks to the robust design and extreme reliability of the SpinetiX HMP400 players deployed across the parking garage a very high-quality performance requiring little maintenance is guaranteed.

In addition, the integrated SpinetiX ARYA cloud platform does not require maintenance. SpinetiX engineers directly manage the new functionalities, thus simplifying the use for the end customer.

A scalable solution geared towards future needs of the end customer

The scalability of the SpinetiX dynamic display solution deployed at the INOVIL car park enables the system to be developed according to the needs of the end customer. In the future, the INOVIL group plans to expand the installation with 30 LED screens and more SpinetiX HMP players.

These future deployments will be simplified since the same remote content management and distribution technology is used. In addition, given the success of this installation, other car park renovation projects in the city of Lausanne managed by the INOVIL group will be based on the same model.

Finally, the success of the renovation of the INOVIL car park is such that other car park operators across Switzerland and a number of European countries are already planning visits to the facility to discover the new identity put in place.

PARTNERS

Solmani

A SpinetiX integrator and a SpinetiX Certified Gold Dealer, based in Switzerland responsible for the design and installation of the digital signage system at INOVIL parking garage, Lausanne.

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