

SUN TAN CITY

Driving Product & Service Sales While Enhancing the Environment



Basic Stats:

Sun Tan City

Type of Client: Retail/Service

Project Details:

Sun Tan City was looking for a way to display their products and services throughout their stores in which availability and pricing varied by location. They needed a system that could manage frequent updates and highlight changing specials and promotions. The system also needed to reinforce the state-of-the-art look and feel of the Sun Tan City brand and in-store environment's design. To accomplish these goals Sun Tan City implemented a RoninCast digital signage network to advertise products and services while adding a touch of dynamic technology to their location's front end service counters.

The Challenge

Sun Tan City is a leading provider of tanning services and products with the latest in high-quality, state-of-the-art beds and tanning packages that can be customized for each individual customer. Sun Tan City has over 70 locations throughout Kentucky, Tennessee, Indiana, Maine and West Virginia with more than 20 new store openings planned for 2009.

As a leading provider of tanning services and state-of-the-art beds, Sun Tan City wanted to maintain their high-end atmosphere and needed a way to reflect their quality products in a distinguished manner. As part of an environmental design upgrade project that started in 2008 they wanted a new way to display their products, services and monthly promotions in a dynamic format. They also desired a system that was easily updated from a central location to maintain brand integrity and consistency across all locations. The system had to be scalable as they implemented it into upgraded locations and new store launches.

The Solution

Sun Tan City chose Wireless Ronin Technologies' RoninCast digital signage solutions to fulfill their in-store communication needs. Through the RoninCast software are able to maintain an accurate listing of products, services and pricing available in their locations as well as update monthly product promotions.

The RoninCast software was initially implemented in fall of 2008 with a single 40 inch LCD screen installed vertically behind the reception counter in two test locations. After the preliminary installations Sun Tan City witnessed the ease of implementation with Wireless Ronin and

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determined this program would become the standard for their new store designs. Wireless Ronin was asked to document and streamline the process and to date 16 locations have been installed directly by Sun Tan City's design and construction teams with overall project management handled by Wireless Ronin. By the end of February 2009 Sun Tan City will have digital signs installed in 30 salon locations.

By incorporating beautiful photography and creative content design, the display created a strong focal point for customers to select the services or packages they would like. The display also provides an effective sales support tool for location employees to upsell customers that are already in the store. Assets for monthly promotions and new advertisements are primarily produced using existing assets from other advertising mediums. Sun Tan City provides the Wireless Ronin creative team with assets and creative strategy which is then produced, deployed and managed through the Wireless Ronin Network Operations Center (NOC). A key feature of the RoninCast software, Zone Builder, is utilized in the design of the content. With this feature the display is divided into two separate display areas. This allows the top portion of the screen to be designated as a "menu board" for advertising products, services and pricing available at that specific location. The lower half of the screen is updated regularly with the latest promotion or sale. Ongoing product offerings and pricing changes are managed through the NOC using the RoninCast software Database Client.

The Result

The ability to change their promotions, pricing and product offerings has provided Sun Tan City a faster time-to-market speed without related print and shipping costs for traditional in-store signage. Content updates are managed during overnight (non-store) hours by the Wireless Ronin

NOC creating never before available "next-day" flexibility for their in-store communications.

Sun Tan City has seen great success with their program and continues to rollout the network as existing sites are upgraded with the new in-store design. New store openings are also incorporating RoninCast digital signage as a standard element of the new store build.



About Wireless Ronin Technologies, Inc.

Wireless Ronin Technologies, Inc. is the developer of RoninCast®, a complete digital signage software solution designed to address the evolving digital signage marketplace. RoninCast® digital signage software provides clients with the ability to manage a digital signage network from one central location. The software suite allows for customized distribution with network management, playlist creation and scheduling, and database integration. An array of services is offered by Wireless Ronin to support RoninCast® digital signage software, including consulting, creative development, project management, installation, hosting and training. The company's common stock is traded on the NASDAQ Global Market under the symbol "RNIN".



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