

CASE STUDY

Digital Signage Inspired by IoT

Background

Pixel Inspiration is a leading managed service provider specialising in digital retail solutions. Their offerings include a wide array of digital applications such as digital screens, interactive kiosks, large LED formats, store facades, touch tablets and instore audio. These digital touchpoints are integrated into various retail environments, including banking, hospitality, fashion, beauty, well-being, pharmacy, transportation, and automotive dealerships. Although headquartered in the UK, Pixel Inspiration extends its services across Europe, the US, Australia, and parts of the Middle East and Far East.

Challenges

Pixel Inspiration faced a significant challenge: ensuring reliable and seamless connectivity for their digital signage solutions in diverse retail environments. The nature of their service requires constant internet connectivity to enable remote support, content management, and proactive

maintenance. However, not all clients could provide IP connectivity via existing store networks, creating a need for Pixel Inspiration to devise alternative connectivity solutions.

The main pain points included:

- Ensuring uninterrupted internet connectivity for digital signage in various locations
- Managing data bandwidth and download requirements efficiently
- Choosing the right connectivity hardware and distributing network access across different devices within the store

KORE Solution

To address these challenges, Pixel Inspiration implemented IoT solution that included KORE OmniSIM (eSIM) and ConnectivityPro (Connectivity Management Platform).



“Using KORE’s multi-network offering means that we don’t have to worry as much about signal issues – we can roll out and treat the minority of outliers rather than surveying every single location to determine the best carrier. This saves time and money for us and our clients and ensures we have the best possible signal at all times.”

NIKK SMITH, MD

Pixel Inspiration selected KORE due to several factors:

- **Extensive Coverage:** KORE's network offered comprehensive coverage across the UK, ensuring minimal signal issues.
- **Multi-Network Capability:** KORE's OmniSIM provided eSIM multi-network support, capable of switching between four major networks to ensure optimal connectivity.
- **Scalability and Flexibility:** The ability to handle thousands of sites without prior signal checks and the option to adjust data plans as needed.
- **Proactive Management:** Utilising KORE's ConnectivityPro dashboard for real-time monitoring and proactive maintenance.

Impact and Benefits

The integration of KORE's IoT and SIM card connectivity solutions delivered significant benefits for Pixel Inspiration:

- **Enhanced Reliability:** Ensured stable and uninterrupted internet connectivity.
- **Proactive Maintenance:** Allowed for real-time monitoring and issue resolution before clients experienced problems.
- **Scalability:** Supported large-scale deployments across thousands of sites without extensive signal checks.
- **Cost-Effectiveness:** Flexible data plans minimised costs while meeting varying data requirements.



Case Study: Leading UK Supermarket Project

Pixel Inspiration's project with a leading UK supermarket, exemplifies the success of their IoT integration. The client sought a fully managed digital signage solution to enhance their in-store media display network.

Key aspects of the project included:

- **Large-Scale Deployment:** Targeting 3,500 sites by November 2024, with 1,700 already completed.
- **Efficient Installation:** Pre-configuration of routers and media players so that on-site engineers simply scan an on-screen QR code to confirm install and place the system into BAU support.
- **Real-Time Reporting:** Providing live updates on installation progress to Tesco.
- **Remote Support:** Enabling remote support to troubleshoot issues, reducing the need for on-site visits.

Conclusion

Pixel Inspiration's strategic use of IoT, facilitated by KORE, has significantly enhanced their ability to deliver reliable and scalable digital signage solutions. The proactive and flexible approach to connectivity management has ensured high service standards, supporting their expansion and maintaining customer satisfaction across various retail environments.



About KORE

KORE is a pioneer, leader, and trusted advisor delivering mission critical IoT solutions and services. We empower organizations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers' business outcomes.

For more information, visit korewireless.com

About Pixel Inspiration

Starting in 2004, Pixel Inspiration became dedicated to the creation and management of content for digital signage in out of home environments. From hardware procurement, installation, and support, together with software integration and content creation, Pixel Inspiration are your go-to agency for start to finish digital solutions with long-term management and support service.

For more information, [visit pixelinspiration.com](https://pixelinspiration.com)

Reach out to KORE today to learn how we can get your solutions to market faster than ever.

