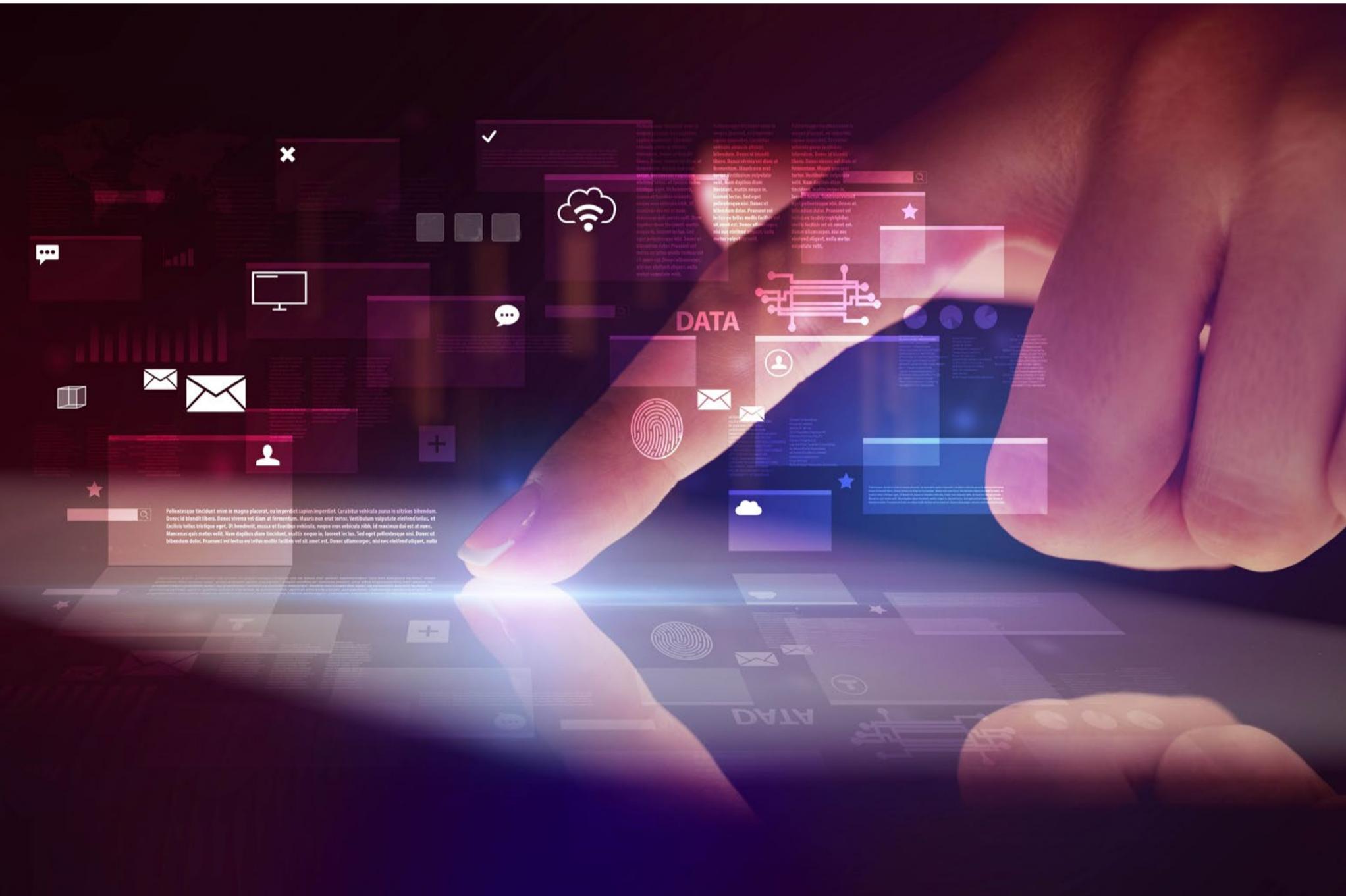




Case Study

A New Kind of Customer Engagement with Smart Table System



Business Need

Improve engagement with end-users by providing dynamic and personalized digital ad-content on smart tables.

Solution

Develop a system to display, manage content and collect data on customer behaviors

Results

Bring enjoyable experience for end-users

Create a new channel for business advertising and customer insight



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The Need

Improve engagement with end-users by providing dynamic and personalized digital ad-content on smart tables.

The dynamics of consumer behaviour has forced companies to continuously seek new marketing methods to attract customers. One of the solutions that are gaining pace is Digital Out-of-home platforms, including digital billboards, signages and digital place-based networks. While the former is a very common form of outdoor advertising with electronic display systems, the latter integrates targeted information with advertising narrowcast through digital interfaces or screens in venues like retail outlets, airports, malls, bus shelters, etc.



In this hectic life where people are constantly on the move, it is not an easy task to capture their attention to advertising messages. Aiming to make advertising reach audiences easier, our client – an Australian company specializing in digital content display technologies came up with the idea to turn normal tables into smart ones that serve as digital billboards. To actualize this innovative project and improve engagement with end-users, the company decided to collaborate with FPT for system architecture design, deployment and maintenance.

The Solution

Develop a system to display, manage content and collect data on customer behaviors

After analysing the client's requirements, our team of four engineers realized these smart tables can be designed to be much "smarter" than just displaying digital content. Their main function is still showing video or image advertisements, along with providing weather information, yet they are also capable of detecting faces through an attached camera to judge whether ads shall be played in landscape or split mode for optimal user experience. These facial data are also recorded and stored for demographics and behaviour analysis to personalize and optimize displayed content.



To manage and control content published to end-users, a content management system (CMS) was deployed, consisting of three functionalities:

- Site management displays locations where the smart tables are set up, making sure all tables in the same site to be synchronized to play the same content.
- Table management stores data collected in each table and manages automatic app instalment/update.
- Media file allows to upload or customize images and videos that are displayed in the home screen of table.

An AWS-based infrastructure was also developed which is responsible for storing files, managing relational database, sending notifications from the CMS to the application and managing access to the CMS. There are only certain users that can log in and access system data, including Center Manager, Media Manager and System Administrator.



The Results

Leveraging its in-depth experiences in application development and cloud computing, FPT successfully delivered the project after 8 months, ensuring the schedule and cost efficiency for the client. The new advertising solution was mostly deployed in restaurants and received positive responses. For restaurant owners, customer satisfaction has been significantly increased as they are entertained while waiting for orders, thereby reducing pressure for servers in peak hours. A completely new income stream was also generated from advertisers. More importantly, it helps numerous businesses improve customer engagement and ad efficiency by enabling real-time tracking of customer demographics and behaviors towards ad content.

For future enhancements, the tables can also be upgraded with multi-touch surface, gaming, ordering and payment functions. With the success of this project, the Australian company expects to expand “smart table” model to more locations and venues, as well as apply to other domains such as education by designing interactive tables for next-gen classrooms.





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