



Application Story

Digital Signage Entices Your Taste Buds

Already the world's largest restaurant chain, SUBWAY® with more than 36,000 restaurants across 99 countries, is still taking every step to stimulate customer appetites. SUBWAY® TV & RADIO, which is made up of NEXCOM's fanless media players NDiS 161 and Real Digital Media's NEOCAST® digital signage platform, serves as a powerful communication medium for helping SUBWAY® franchisees better inform customers of available options and enhance in-store customer experiences.

Challenge

Restaurants pose many environmental challenges. With long restaurant operating hours and variable temperatures, SUBWAY® TV & RADIO required a robust solution that could withstand these conditions to ensure the successful playback of their promotional content, especially during peak times. Furthermore, due to the scale of the network rollout, SUBWAY® required

a future-proofed hardware solution that could meet the demands of today as well as tomorrow, and could warranty against premature obsolescence.

Solution

SUBWAY® selected the NEXCOM fanless media player NDiS 161 to meet these challenges.



▲ NDiS 161

Fanless Embedded Computer Powered by
Intel® Core™ 2 Duo/ Core™ Duo/ Celeron® M

One of the keys to ensuring the reliable playback in a restaurant environment is to select a robust, hardened media player appliance. One of the essential aspects of these types of media players is a fanless design. Fanless architecture deters environmental intruders, thereby

increasing the durability and lifespan of the media players and protecting SUBWAY® franchisees' investments.

Additionally, the NDiS 161 is NEXCOM's high-definition media player. As SUBWAY® content and digital signage application demands increase, the NDiS 161 will be able to support these challenges without requiring SUBWAY® to install new hardware. Delivered pre-loaded with the Real Digital Media NEOCAST® embedded player software, the NDiS 161 media players arrive on site ready to "plug and play". Combined with a multi-year service support contract, SUBWAY® has a technically robust and supported solution to ensure the success of their global rollout.

Result

SUBWAY® TV & RADIO is poised to become the largest digital signage network in the world. At the core of this network will be the NEXCOM fanless media player NDiS 161. Built to last, this solution is aimed to help companies like SUBWAY® have confidence in their network infrastructure, so they can deliver their messaging more efficiently and serve customers better.

About NEXCOM

NEXCOM International Co., LTD., an ISO-9001-certified company and a member of PICMG, PCI-SIG, and the Intel® Embedded Alliance, is at the forefront of the competition by offering OEM, ODM and OBM designs for products such as innovative blade servers; network security appliances; industrial and embedded PC products such as single board computers, embedded boards and systems; CompactPCI CPU boards; industrial-grade server boards; and customized platforms. Established in 1992, NEXCOM has since won several patents, awards, certifications for its high-quality products and service that meet international standards and worldwide customers' requirements. To serve its worldwide customers well, NEXCOM, headquartered in Taipei, Taiwan, has set up seven subsidiaries in the United States, the United Kingdom, France, Italy, Germany, China, Japan as well as distributors in the other parts of the world.