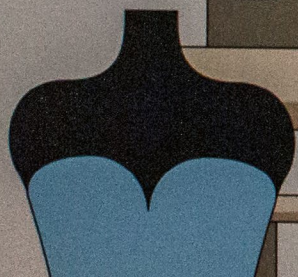


PHILIPS

Professional
Display Solutions

Case Study Retail



Tailoradio brings a touch of magic
to the retail experience

**with Philips D-Line displays,
powered by Android**



tailoradio
RETAIL SOUNDS DIFFERENT

Background

Twelve years ago, Massimo Petrella founded Tailoradio to help retailers create richer, more engaging in-store experiences. As the company name implies, Tailoradio originally focused on internet radio, creating custom in-store music streams for major brands like Metro Cash&Carry, Grom, Freddy and BMW. Over the years, Tailoradio has expanded their ambitions and service offering, leading them to combine radio with digital signage to enhance the retail experience that they can deliver.



Fast facts

**Client**

Tailoradio Srl

**Location**

Based in Milan with clients throughout Italy

**Project**

All-in-one signage solutions for retail clients

**Products**

49 inch and 55 inch D-Line displays

Challenge

When Tailoradio first began developing their unique in-store experience that synchronizes music and video, there were no off-the-shelf solutions that addressed their needs. Therefore, in order to turn their concept into reality, they needed to build the required hardware (a small media player) and software by themselves.

As demand for their services increased, Tailoradio began exploring the possibilities offered by the latest digital display technologies. Their search led them to Philips, where the potential between Tailoradio's retail solution and Philips new, powered by Android, D-Line displays was immediately recognized.

Solution

Introduced in February 2016 at the ISE tradeshow in Amsterdam, the new D-Line displays feature an embedded system-on-chip (SoC) and the Android operating system, eliminating the need for a separate PC or media player. Customers can run existing Android apps and display their preferred content straight from the monitor without any complicated installation or integration requirements.

After years of working with proprietary systems and restrictive development scenarios, Tailoradio clearly understood the advantages of using an open source Android platform. They began developing a cloud-based all-in-one solution to use with D-Line monitors. The result is videoMOOD, a user-friendly system that allows Tailoradio's retail clients to easily upload and schedule (dynamic) content, create screen groups and synchronize imagery with in-store radio.

To further enhance the multi-sensory, emotional experience, Tailoradio used the embedded mPCIe slot in the displays to measure in-store traffic, as well as integrating the displays with ambient lighting and aroma systems. By combining sound, imagery, scent and light, Tailoradio and Philips can now deliver a magical shopping experience through a single platform.

