



## retail

### John Deere Tractors Installs Network

29 Jul 2008

Nortrax Inc, the largest John Deere tractor distributor in North America, has deployed a digital signage network from StrandVision LLC at 34 sites across North America. The digital signage displays, large-format flat-screen LCD and plasma monitors, are located at Nortrax dealer service and parts counters.

They present a range of information from local weather and news, product profiles and promotions, to John Deere videos and advertisements.

The network began as a single-screen pilot a few years ago at a Nortrax dealer in Eau Claire, Wisconsin.

"What started as an experiment at one of our locations has developed into a major point-of-sale communications tool for us," said Clark Johnson of Nortrax. "StrandVision worked closely with us to develop a system that gives us the ability to communicate a consistent corporate message across North America, while allowing our locations to customize and control the presentation at the local level."

#### AKA COMMENT

This is yet another large and well known business that has embraced digital signage. Nortrax has recognised that providing product information in video format is a simple mechanism to engage potential customers, especially if they are waiting in a queue to be served. Although the costs of deploying signage networks is a big commitment, an increasing number of companies are now realising that adverts in store do the same job as a TV advert, they hence the payback for installation can be measured.

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