



retail

John Deere Tractors Installs Network

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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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