

# Digital Signage a Slap Shot for Delphi, Los Angeles Kings

Ingram Micro | Digital Signage Division



Digital signage signifies an explosive growth opportunity for solution providers in North America — especially for those with existing expertise in POS, consumer electronics or networking solutions.

As technologies continue to converge and digital signage becomes commonplace for businesses and consumers, the value of having a single-source distribution partner for all your technology and professional IT services becomes clear.

Ingram Micro is the only full-service distributor dedicated to the digital signage market. Our digital signage team provides sales support, financing, leasing, training and technical support resources.

Ingram Micro's Digital Signage Division consists of a dedicated team of marketing specialists, category specialists, vendor managers, technical support staff and a growing number of cross-trained digital signage sales professionals to help solution providers enter this growing, multibillion-dollar market.

We can help launch new sales and services opportunities for solution providers through a six-component solution that includes networking, media players, content and device management, displays, mounts and cables.

## VAR Scores With L.A. Kings

Since 1994, Delphi Display Systems has provided quick-service restaurant, gas-station forecourt, and retail digital signage for outdoor use. Think order confirmation systems at your local fast-food restaurants; merchandising displays while you fill up; or digital ads at bus stops. These are solutions that are designed for longevity, as well as overcoming temperature and light extremes. So it was a natural fit when Delphi Display Systems was invited to contribute to a wireless digital signage solution for a Los Angeles Kings dasher board at the Staples Center.

Delphi Display Systems senior vice president, Michael DeSon, describes how the company got involved with the Los Angeles Kings. "At the last Digital Signage Expo we met with I.C.G., a wireless product developer, and talked about how we could work together," says DeSon. "They were working with the Los Angeles Kings, and dasher-board maker Athletica, to coordinate the implementation. I.C.G. needed a product that could handle the unique specifications of a digital signage solution built into an ice-hockey dasher board — vibration, impact from a 250-lb hockey player, and cool temperatures."

"We designed and built a three-panel tile design to fit a dasher board," says DeSon. "Athletica designed the dasher board. We selected the displays, as well as designed and fabricated mounts to isolate them from the shock."

For more information about the Digital Signage Division, Keven Yue, BDM, at [keven.yue@ingrammicro.com](mailto:keven.yue@ingrammicro.com) or (714) 382-2387 or visit our web site at [www.ingrammicro.com/digitalsignage](http://www.ingrammicro.com/digitalsignage).



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Delphi Display Solutions came to Ingram Micro for product recommendations. "Ingram Micro helped us design the right solution," says DeSon. "Ingram Micro's buying power gave us access to a range of products and great technical resources."

"One of the great elements of this project was the relationship," says Keven Yue, business development manager, Ingram Micro Digital Signage Division. "Delphi had some unique technical challenges with the resolution and connections. Our partnership with Delphi and Samsung helped us provide high-level engineering/technical support responses from both."

In the end, Delphi Display Solutions used a 40-inch Samsung 400UX LCD display, which was recommended by Ingram Micro because it could be tiled and had HDMI capabilities and good reliability. "The environment in an ice hockey rink isn't as demanding as round-the-clock use, for which that display was designed. But the customer gets longevity," says DeSon.



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