

Davies Craddock Estate Agents get Inspired

Davies Craddock is one of the largest independent Insurance Brokers, Estate Agents and Financial Advisers in South Wales. Situated in Llanelli's Central Business District, Davies Craddock is at the heart of commercial and civic life in Llanelli and the surrounding area. They recently installed a Dynamic Signage system using the Inspired Signage solution from Inspiration Matters.

The objectives for the Dynamic Signage solution were two-fold. Firstly to capture the attention of passing traffic and passers-by, and secondly to increase the awareness of the other services offered by Davies Craddock in addition to property sales. The Inspired Signage system had an immediate impact in achieving both of these objectives.

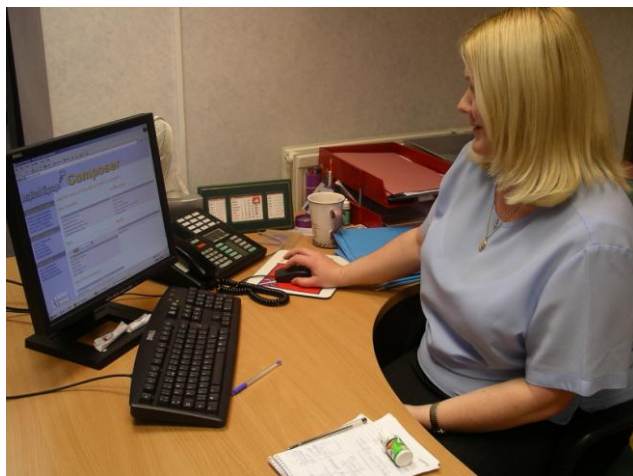
The Inspired Signage system enables several members of the team to create, schedule and update content on the screens at the same time. The promotions for property are added to the play list by members of the Estates team, while promotions relating to the Mortgage and Insurance divisions can be managed separately.

The superb visual quality of the display matches the quality of the Davis Craddock brand.

Team members are able to edit individual items using the templates provided, while all the animations and effects such as properties swinging in and twisting out are built into the play list. This ensures a completely seamless transition between individual properties, creating a "broadcast" experience for the customers.

With the content delivered in High definition and live rendered at 60 Frames per second you are guaranteed truly eye catching graphics and a professional presentation.





The Davies Craddock staff members were trained on how to create and schedule content through the "Composer" interface that drives Inspired Signage. Within 15 minutes they were confidently adding properties and mortgage promotions to the play list.

The display itself was designed to enable Davies Craddock to rotate the display according to the lighting conditions outside. This ensures that the display will be working to maximise its value to Davies Craddock no matter the time of day or weather conditions.



The networked solution is dynamically driven from Davies Craddock's property database management solution. This means that within 5 minutes of adding a property to their listings, it will automatically appear on the screen without any member of staff having to update the Inspired Signage system. Additionally, through the Inspired Signage technology, the system is able to dynamically sort the properties into varying price bands, and schedule these differently priced properties to be dominant within the playlist based on their customer's typical viewing profile.

Inspired Signage has integrated with every property management solution on the market today including Vebra, Des Res, Property Pro and many others.

About Inspired Signage

The Inspired Signage suite of dynamic digital signage software enables the creation, scheduling, delivery and management of high definition content for dynamic digital networks. Inspired Signage is suited to transport, retail, retail banking, education, Estate Agents and many other markets where you have a message to communicate. Among the over **300** Estate Agents using Inspired Signage to deliver their digital signage initiatives are Remax, George Proctor, Bradleys, Pygott & Crone, Sanderson's, Mortgage Advisory Bureau and Munro Lock.