

Remax Estate Agents get Inspired

RE/MAX, the International realtor with an international network of more than 119,000 agents in more than 60 countries, recently deployed a digital signage solution in 5 of their UK branches.

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 RE/MAX in addition to property sales. The Inspired Signage system had an immediate impact in achieving both of these objectives.

Wanting a solution that would truly differentiate RE/MAX from other digital signage solutions on the UK high street, RE/MAX went for a rear projection solution onto a 60 inch film screen that allows for a WOW factor experience as well as a solution that competes effectively against direct sunlight.

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 end result is a powerful window display that can be clearly seen from a significant distance and truly adds value to the stores layout and visual impact.

The networked solution is integrated with Des Res, the property management software selected by RE/MAX. The effect of this is 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.