

Case Study

Industry: Retail

ADR Media Integrators, LLC

Project: Digital signage for high-end Manhattan jewelry store

Major challenges: Improve sales
Promote specials
Educate clients

Winner of
the TMC
Communications
Product of the
Year Award!



The background.

Joe Paciullo of ADR Media Integrators (www.adrmi.com) in Sea Cliff, NY, knows multimedia systems inside and out. His company specializes in media integration, including video distribution, tele- and videoconferencing, CCTV, screening rooms, automation, control systems, and more.

Although the company is small, currently at 10 people, he works for some very large organizations, including the New York Mets, at Shea Stadium and the newer Citi Field, and NBC at 30 Rockefeller Center.

Mr. Paciullo also does high-end residential work, which is how he became involved with the owner of an upscale jewelry store in Manhattan. The owner was so impressed with a system ADR installed in his home, he asked Mr. Paciullo to make some recommendations for his store.

A better way.

The owner wanted a new and better A/V system for his store—one where he could easily alter content, advertise sales and specials, and engage his clients with promotional and educational videos on jewelry styles, selection, and care. He also wanted a solution that was affordable and easy for his employees to create and manage content.

He had a bad experience with running videos in the store and knew there had to be a better way. The system he had was basically a TV with DVD player, neither of which was operational.

"I left the show and went straight to my client's office."

Mr. Paciullo knew the solution was digital signage. The question was "what system?"

He had attended the InfoComm A/V show a few months earlier where he met George Borden, Black Box's National Sales Manager for Digital Signage. He saw a demonstration of Black Box's iCOMPEL™ system and remembered it for its nimbleness and affordability. So he called Black Box, talked to Ernie Linane, Business Development Account Manager, and found out that Black Box was going to be at the Content & Communications World show in New York City. Mr. Paciullo went to the show specifically to learn more about iCOMPEL.

"I wanted to play with the system. Without any complicated data or setup, George showed me how to get a four-in-one display up in 20 minutes. It was very, very easy—exactly what my client was looking for. I left the show and went straight to my client's office and showed him the system. He agreed with me and said yes to iCOMPEL."

Easy setup.

ADR set up the new iCOMPEL system in the store window. "The installation went flawlessly," said Mr. Paciullo. "The wiring and setup on the client's network was simple, and the VGA run to the display was extremely straightforward."

To get the system operational, Mr. Paciullo trained the IT manager at the store. Together they set up the network, and he showed her how to use the quadrant setting with four feeds and how to set up scheduling. "She was up and running very quickly."

"Our client is very impressed. Thank you for great support and a really fantastic product."

Joe Paciullo, System Integration/Project Management, ADR Media Integrators, LLC



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