



VALORA GROUP DIGITAL IN-HOUSE COMMUNICATION

Anyone who is in the main building of the Valora Group in Muttenz (CH) will be addressed and informed digitally via screens. The retail company, which is active all across Europe, optimises its in-house communication with digital signage.

Valora commissioned screenFOODnet Digital Signage Retail Services AG to be the general contractor for implementing this mutually developed concept. The main focus was in the content concept, which was also drawn up by screenFOODnet in cooperation with Valora. Valora has replaced its system with this solution, using

varied content by doing so. The internal solution was launched in June 2013.

The overall solution in the headquarters of the Valora Group comprises nine 55" screens. Visitors, employees and customers will find screens in the most varied of locations within the building that inform, communicate and inspire. The diversity of the content ranges from internal and external news and promotions to share listings and social media entries. Running time and location can be clearly defined with the detailed content concept and implemented using different playlists.

This new in-house solution means that Valora can address its employees quickly and directly. The digital signage solution

generates attention, serves as a complement to the internet and enables communication across the board. Communication of the latest news also gives customers, partners and visitors a special service on location.

Valora works with the screenFOOD® CS Content Management System to control the screens. For administrating the contents the retail company uses the additional screenFOOD® module ANIMATION FACTORY, which enables the creation of template-based content. In this way the corporate design can be maintained and a uniform presence guaranteed.