

Swiss Municipality of Bussigny Installs Outdoor Kiosks to Communicate with Citizens

Peerless-AV[®]'s all-weather rated outdoor unit provides the impact resistance and reliable 24/7 operation required for public use

CASE STUDY

MARCH

2021



Introduction & The Challenge

SWISS
MUNICIPALITY
OF BUSSIGNY

The municipality of Bussigny, in the Swiss canton of Vaud, borders Geneva, Neuchâtel, Fribourg, Berne and Valais (west to east) and has a population of approximately 9,000. The town authority had worked with Solmani on digital signage projects in the past and approached the Swiss AV solutions provider to implement a new outdoor project for them in December 2020. They wanted an outdoor digital signage solution that would allow them to improve communication with citizens in various locations, whilst demonstrating progression in the adoption of new, technological innovations and setting an example for surrounding municipalities.

The outdoor solution needed to be able to withstand the elements, being exposed to extreme all-weather conditions all year round. Since the solution was to be installed in a public environment, it also had to be impact resistant to protect against potential damage from vandalism. Furthermore, it needed to offer the best image quality so content would always be clearly visible, even in direct sunlight.



Solmani has extensive digital signage experience, especially with towns and cities seeking to embrace smart technology to entertain, inform and enhance urban life. Although specialising in outdoor LED technology, this was not an option for the Bussigny project where an IK10 rated outdoor display solution was required. Solmani was introduced to AV technology pioneer Peerless-AV via Spinetix and Zurich-based wholesale distributor Stilus AG. Both companies had partnered with Peerless-AV on numerous projects and the company's outdoor kiosk solutions were highly recommended for this project.

Solmani specified Peerless-AV's KOF555 Outdoor Digital Menu Board with integrated 55" Xtreme™ High Bright Outdoor Display, and sourced the products from Stilus. The KOF555 offers a simplified installation with an ultra-slim and elegant design that protects and ventilates displays and AV equipment. The structure is rugged with a pedestal base designed to withstand 24/7 use and to allow mounting to existing footing or into concrete. Captive security fasteners prevent unauthorised access and vandalism.

The 55" Xtreme has an operating temperature of -35°C to 60°C, the widest in the industry. Its patented Dynamic Thermal Transfer System keeps internal components properly cooled in extreme heat while its IP68 rated, fully sealed design prevents against the ingress of water, dust, moisture and even insects. The display's cover glass is optically bonded, which increases the perceived contrast ratio and cuts down on glare, providing amazing picture quality even in direct sunlight. It also has an IK10 rated, impact resistant tempered cover glass.

Two KOF555 with 55" Xtreme's were installed at Bussigny's main train station, a third in the centre of the city and a fourth in the North. Once the concrete bases had dried, the units were bolted down and installed quickly and easily by two Solmani engineers. Each unit has a custom IP65 box for electronics, including 4G router and Spinetix media player, and the town authority's graphics designer controls and updates content remotely using content management software.

Pierre-François Charmillot, Executive Secretary of the town of Bussigny, commented, "Solmani delivered great project management and service. The outdoor kiosks really have lived up to expectations and have impressed our citizens who have given nothing but positive feedback, appreciating the 'friendly' and dynamic information we are delivering – from COVID-19 updates and safety notices to town news and events, wayfinding for visitors, weather, travel and more. With this latest project in Bussigny we're acting as a technological leader and hope others will follow our example."



Peerless-AV were a great support on this project, providing a successful outdoor solution, and technical advice and consultancy throughout, Bussigny town authority is looking at installing further outdoor kiosks this year and we will certainly look to partner on further projects together with Peerless-AV in the future.




Grégoire Galland
CEO, SOLMANI SA




About Peerless-AV

For over 75 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, complete integrated kiosks, video wall mounting systems, professional trolleys and stands, and more. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way.

For more information, visit www.peerless-av.com.



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