

CORPORATE

Energy-saving Solutions for Corporate Communication

BRIEF PROFILE

Place: Thailand

Industry: Corporate

Solution:

- SMP-2000 x 23
- CMS-20 x 1

Unilever

Unilever, founded in 1930, is currently one of the biggest consumer goods companies in the world. The company manages over 400 brands focusing mainly on personal care and food products, while its operation profoundly adapts to sustainability programs. Unilever helps raise awareness in environmental causes by developing technologies that decreases the impact its rapid growth has caused in the past 20 years. Though Unilever's head office is located in London, the majority of its employees are from Asian branches. To accommodate the expansion in Thailand, Unilever Thailand began to relocate its office in Bangkok in 2013.



Digital Initiatives in the Offices

Since their move to the new office building, Unilever Thailand had to find a better way to communicate and connect with their employees. To ensure effectiveness in message delivering, Unilever opted for CAYIN Technology's digital signage solutions throughout its entire workplace. With the expertise in designing and engineering, system integrator DMasSTech installed 23 SMP players along with displays in public areas during construction. Employees are now able to receive News and announcement about the company when they relax at the staff canteen, and never miss a meeting or an in-house activity as the information is constantly broadcasted in common areas, such as the elevators and restrooms.

Digital Signage Solutions

- **SMP-2000** versatile digital signage player: 23 units
- **CMS-20** entry-level digital signage content management server: 1 unit



The Benefits of Corporate Digital Signage

By adapting digital signage solutions in their offices, Unilever Thailand is able to improve the personnel involvement with various activities, and internal communications between staff. The easy-to-use management software (SMP-NEO) allows the department of internal communication and public relation to easily implement and schedule contents on all the SMP players at once with the assistance of a CMS server.

How to engage employees and pass out important information efficiently but also eco-friendly? That has become a significant issue when it comes to improving working environments. Not only do digital signage solutions resolve such matter by creating sufficient communication, but the technology also helps employers in saving precious time and labor cost in getting their paperless messages across to their internal customers. By providing the opportunity to constantly share with one another, CAYIN's digital signage solutions have the potential in bringing organizations together and forming communities within companies.

CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions—including media players, servers, and software—that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.

DMaSStech in Brief

DMaSStech Company Limited is established with the vision that the digital signage will soon be one of the most effective tools for the marketing communication and public relation, mass and widespread in the media world. With the mission to be the market leader in providing digital signage solution in Thailand and regional markets, DMaSStech is focusing its resources, commitment and effort to move the company forward and exploring expertise in the new updated solution to ensure the right solution to customers' need. It also has served more than 40 corporate customers with CAYIN's digital signage solution providing both the stand-alone solution and the networked solution.



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