



understanding the effect of digital signage on sales and promotions

prepared for 

february 5, 2013

abstract

This paper summarizes the results of a joint project conducted by Intel, Research Strategy Group, Ontario Lottery and Gaming, Capital Networks and EdCom. The project was conducted between August – December 2012. The goal was to understand the effects of digital signage on non-gaming sales and offers in a casino environment.

The project was set up using an experimental design to compare venues with digital signage to venues with static signage to venues with no signage over three time periods.

The results allow us to estimate the effect of digital signage at the casino venues in three areas: free giveaways, restaurant menu item sales and sign-ups for a loyalty program.

The Anonymous Video Analytics (AVA) data provided by the Intel Audience Impression Metrics (AIM) Suite help to understand the impact of the digital signage in relation to static signage and no signage and to draw important insights about the optimal location and content design for digital screens.

Overall, the results confirmed that digital signage has a notable impact on food purchase decisions such as those pertinent to free giveaways and restaurant items but on the more complex decision-making required for signing up to a loyalty program, it was difficult from the results of this study to detect a measurable response.

introduction

Digital signage is a form of electronic display that shows constantly changing messages. Its applications vary from providing public information to creating an enhanced customer/visitor experience to showing advertisements of in-store/in-venue products and services.

Digital signage, also known as "narrowcasting", "screen media", "place-based media", "digital merchandising", "digital media networks", "digital out-of-home" or "captive audience networks", is rapidly growing as an industry at an annual growth rate of over 25 percentⁱ and the pace of change in this industry is acceleratingⁱⁱ.

According to one report, "global shipments of digital retail signs are set to rise to 2.5 million units by 2013, generating a CAGR (compound annual growth rate) of 26.8% from 758,122 units in 2008"ⁱⁱⁱ (See Figure 1).

This growth is perhaps not surprising, as digital signage is a flexible, easy to control point-of-decision marketing tool with a high degree of measurability. Placing the information where the customer is most likely to see it and being able to easily change this information according to day-to-day needs is valuable for many businesses.

Global Forecast for Retail Signage, 2008-2013 (Unit Shipment)

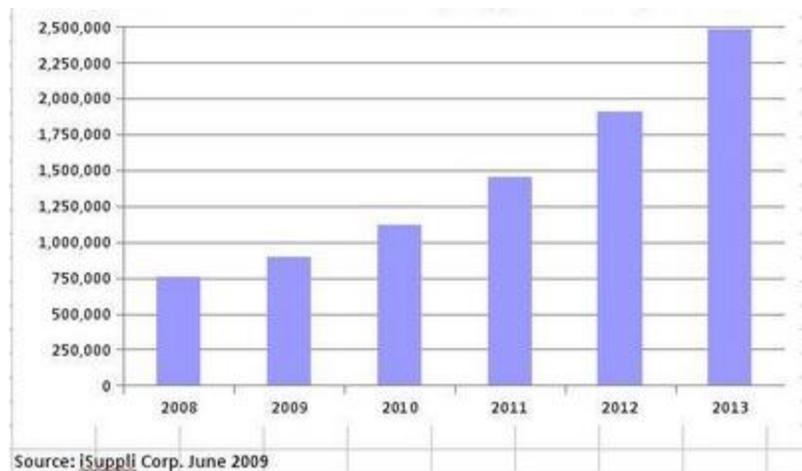


Figure 1.

Despite rapid growth, the industry is still evolving. There are discussions of return on investment (ROI), of the advantages and disadvantages of digital signage over mass-media or print advertising and of its particular applications and executions.

It is likely that, as with any technology, the cost of digital signage installation will continue to decrease^{iv}, and that as a result the benefits related to ROI will continue to increase. These benefits will also increase as we learn more about how to use the technology effectively and how to measure the impact of it.

This, however, does not answer a key question related to ROI considerations: what is the effect of digital signage on sales? Businesses look for data to reduce this uncertainty.

Another area for consideration around the use of digital signage relates to understanding the technical and logistical requirements for successful digital signage usage: positioning of the screens, content design and length of each ad.

It seems that the triangulation of screen position, content design and the specifics of the offer itself combine to determine how successful the digital signage can be in influencing sales.

This paper will attempt to address these issues by exploring the following:

1. what are the key measurements and factors necessary for a successful digital signage campaign? Specifically, this includes:
 - i. understanding audience demographics
 - ii. understanding the factors to consider in content design.
2. what is the effect on sales across a particular set of products and services? Specifically, this includes:
 - i. free giveaways (used for promotions or brand enhancement)
 - ii. food purchases (restaurant items)
 - iii. established products involving a complex decision making process (loyalty program)

description of the project

The findings presented in this paper are the result of a joint project conducted by Intel, Research Strategy Group, Ontario Lottery and Gaming, Capital Networks and EdCom in the period from August – December 2012. Information about each company is provided in the Appendix.

The project involved four casino sites in Ontario:

1. Brantford Casino
2. Thousand Islands Casino
3. Sault Ste. Marie Casino
4. Thunder Bay Casino

These sites were selected because they had similar game offerings (i.e., table games and slots).

Digital screens (2) were installed at each of the Brantford and Thousand Islands Casinos.

A static sign (poster) was installed at the Sault Ste. Marie Casino.

The Thunder Bay Casino did not have any advertising and was used as a control site.

On each digital screen, a reel with three ads was shown in a continuous loop. The three digital ads were for:

- i. Food & Beverage restaurant items
- ii. Responsible Gaming promotion
- iii. Winner's Circle Rewards (WCR) loyalty program

On the static signs, the three ads were shown side by side. The three static signs included ads for the same content as in the digital screens.

The AIM Suite technology was installed at each of the two sites with digital signs (i.e., Brantford and Thousand Islands) and at the site with static signs (i.e., Sault Ste. Marie) in order to collect Anonymous Video Analytics (AVA) data at each of these sites.

In summary, the project was designed as a double-control trial.

1. The first control was represented through advertising content:
 - i. The Sault Ste. Marie casino, in which the advertising was static, had the same advertising content as the Brantford and Thousand Islands casinos
 - ii. The Thunder Bay Casino had no advertising displayed during the entire period of the study.

2. The second control was represented via the advertising schedule:
 - i. The signage, whether digital or static, ran as follows:
 - test period: two weeks of digital or static advertising
 - control period: two weeks of generic content
 - ii. This was repeated over a three phase period.
 - iii. In each phase, the style of advertising varied (but content areas remained constant).

Figure 2 and Figure 3 following summarize the details of this design.

	casino 1: Brantford digital signs	casino 2: Thousand Islands digital signs	casino 3: Sault Ste. Marie static signs	casino 4: Thunder Bay no signs
creative content categories	One reel with three digital signs shown in a continuous loop: <ol style="list-style-type: none"> i. Food & Beverage ii. Responsible Gaming iii. Winner's Circle Rewards (WCR) 	One reel with three digital signs shown in a continuous loop: <ol style="list-style-type: none"> i. Food & Beverage ii. Responsible Gaming iii. Winner's Circle Rewards (WCR) 	Three static signs (posters) that include: <ol style="list-style-type: none"> i. Food & Beverage ii. Responsible Gaming iii. Winner's Circle Rewards (WCR) 	No advertising

Figure 2.

	phase 1	phase 2	phase 3
test			
timing	August 26 – September 8, 2012	September 23 – October 6, 2012	November 4 – 17, 2012
content	“colour” style i. Food & Beverage (crab and lobster dip) ii. Responsible Gaming iii. Winner’s Circle Rewards (WCR)	“starburst” style i. Food & Beverage (pot roast dinner) ii. Responsible Gaming iii. Winner’s Circle Rewards (WCR)	“dual call to action” style i. Food & Beverage (bread pudding) ii. Responsible Gaming iii. Winner’s Circle Rewards (WCR)
control			
timing	September 9 – 22, 2012	October 7 – 20, 2012	November 18 – December 1, 2012
content	generic content	generic content	generic content

Figure 3

In order to assess the effects of the digital signage, OLG provided data for all locations for the periods before, during and after each phase for each area of content:

- Food and Beverage point-of-decision data
- Winner’s Circle Rewards membership sign-up data
- Responsible Gaming – number of tote bag giveaways.



Figure 4. One of the digital screens at Brantford Casino

description of the technology

Anonymous Video Analytics (AVA) technology provides a way to obtain detailed, cost-effective audience impression metrics.

With AVA, a sensor attached to a digital sign sends data to face detection software which logs how many individuals view the sign and how long the individual viewed the sign. It also classifies the viewer by age and gender.

AVA is completely anonymous: it cannot identify an individual; no actual images are stored, and no personal information is collected. The only data that is stored is of an anonymous, aggregate, statistical nature. It is not possible to associate any single, stored data-point to an individual person ⁱⁱⁱ.

The AVA/AIM-suite connected sensors were installed at:

- i. the Brantford casino (digital signs)
- ii. the Thousand Island casino (digital signs)
- iii. the Sault Ste. Marie casino (static signs)

How AVA works

- Anonymous Video Analytics is a face detection technology (no images recorded)
- Designed to completely respect privacy. No personally identifiable information is collected

Components

- Utilizes common-off-the-shelf sensors & Media Players
- Runs on the same media player as media scheduling software
- Requires network connection to upload impression data

Metrics captured by AVA/AIM Suite:

- number of impressions
- exposure time
- age
- gender

Figure 5. Source: Intel Harvard Club presentation

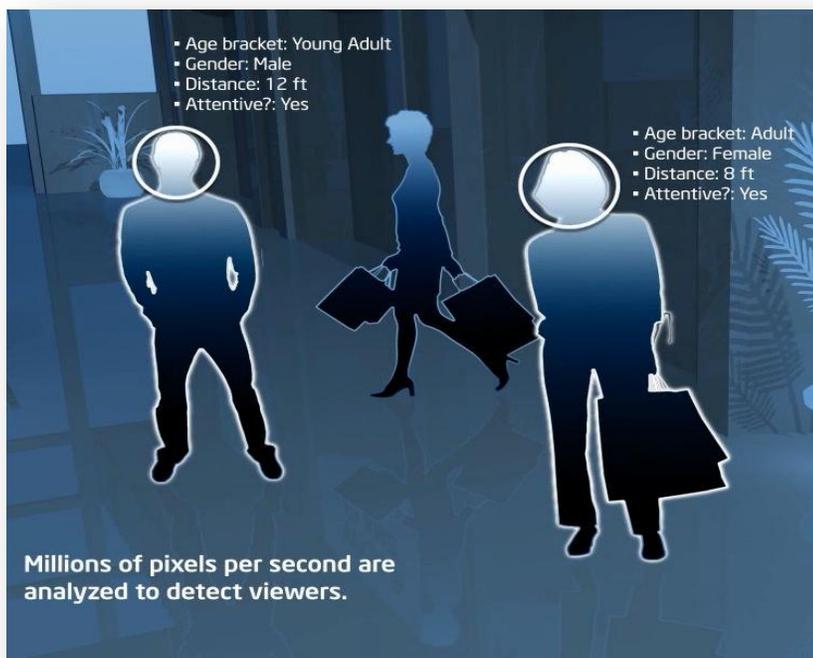


Figure 6. Source: Intel Harvard Club presentation

analysis

After each phase of the project, two streams of data were collected and analyzed:

1. AVA/AIM-Suite data
2. Sales data for advertised items
 - a. restaurant menu items
 - b. Responsible Gambling giveaway
 - c. Winner's Circle Rewards (WCR) membership sign-ups.

qualitative analysis

In order to develop a more thorough understanding of reaction to the advertising, to elicit perceptions of and attitudes toward digital signage, rsg conducted fifteen (15) ten-minute qualitative interviews with patrons of the Brantford Casino during Phase 2. These fifteen interviews represent a typical number of interviews for a qualitative phase of research and provide a rich level of learning that would not have been possible to understand with just the AVA and sales data. The insights from these interviews are included in this paper.

daily impressions

Figure 7 shows the average number of daily impressions at each site during each phase.

At the two sites with digital signage (Brantford and Thousand Islands) the average daily number of impressions was relatively stable¹ and high, generally fluctuating between 250 and 450 impressions per day.

Notably, at the site with the static sign (Sault Ste. Marie) the number of impressions was highest during the first week (particularly the first day when the number of impressions reached 471), but then dropped and remained at lower levels during the rest of the test weeks in all three phases.

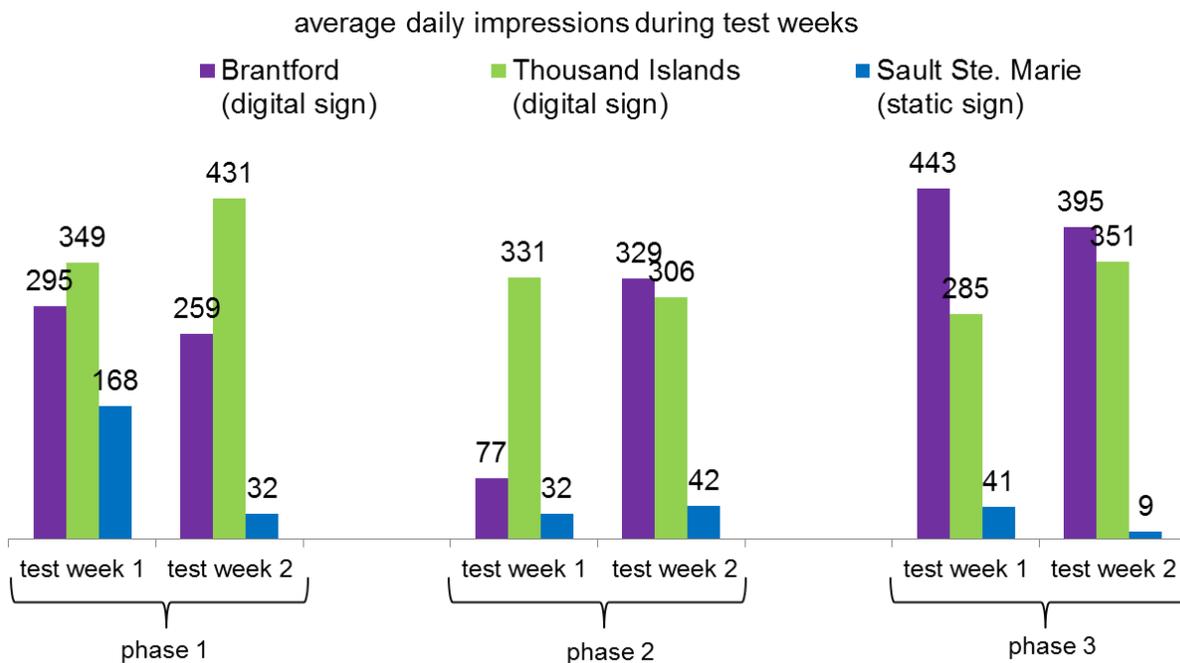


Figure 7.

¹ The drop in the number of impressions at Brantford during phase 2, test week 1, is accounted for by a misaligned sensor. After fixing the sensor, the number of impressions returned to previous levels.

Another metric is the ratio of impressions to the total number of patrons. At the sites with digital signage this ratio was 8% and 16% for Brantford and Thousand Islands respectively, while at the site with the static sign (Sault Ste. Marie), this ratio was lower, at 3%.

	Brantford (digital sign)	Thousand Islands (digital sign)	Sault Ste. Marie (static sign)
average number of impressions per day	299	342	54
average number of patrons per day	3740	2200	1725
ratio of impressions to number of patrons	8%	16%	3%

Figure 8.

A factor that might have affected the difference in the ratio of impressions between the two sites with digital signage was the placement of the screens. At Thousand Islands, for example, both screens were placed in an “S” curve hallway that lead to the casino floor. Almost everyone who passed by would have had a chance to see the screens. At Brantford, one of the screens was placed on the way to the escalator, where most people would have had the chance to see it, while the other screen was placed off to the side. It is possible that the higher ratio of impressions to number of patrons at Thousand Islands was affected by this.

Another factor to consider is findings from the qualitative interviews at Brantford, during which “regular” patrons there said that they did not notice the screens or that the digital screens did not have any effect on them. Information provided by OLG indicates that the Brantford Casino has a higher proportion of regular patrons, while Thousand Islands is considered to be a destination casino – meaning that it would have a larger proportion of ‘non-regular’ patrons. This suggests that digital signage might be more effective when aimed at new customers.

Given these factors, then, it may not be surprising that the ratio of impressions to number of patrons was higher at Thousand Islands.

exposure time

Figure 9 shows the average exposure time by site and by project phase.

The average exposure time at the sites with digital signage (Brantford and Thousand Islands) was slightly higher (2.7 – 2.8 seconds on average) than at the site with the static signage (Sault Ste. Marie) where the average exposure time was 2.4 seconds.

While these differences were very small on an absolute basis, the pattern was generally consistent through the phases.

There were some differences in the exposure times between phases. As an example, the Phase 2 ad generated a higher exposure time at Brantford (digital sign) and Sault Ste. Marie (static sign) than at Thousand Islands (digital sign). The lack of consistency in these data leads us to hypothesize that the differences may not be attributable to the advertising media.

The implication of the estimated exposure time is its importance to content design. Given that viewers look at the screen on average for only 2 to 3 seconds, the ads have a very limited time to attract the viewer's attention and to communicate a point. It is important to recognize, therefore, that like billboard advertising, digital ads are a glance medium and need to communicate the message so that it can be absorbed at any point during viewing.

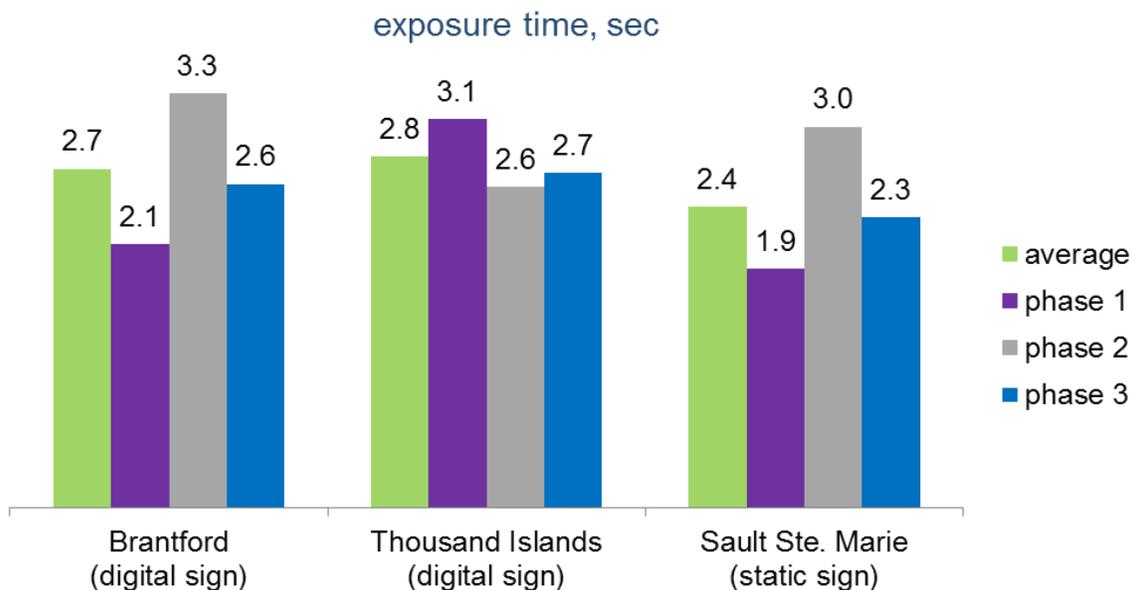


Figure 9.

demographics

The AVA technology identified the age group and gender of customers who looked at the signage. AVA is completely anonymous: it cannot identify an individual; no actual images are stored, and no personal information is collected. The only data that is stored is of an anonymous, aggregate, statistical nature. It is not possible to associate any single, stored data-point to an individual person.

gender

Figure 10 shows the gender distribution of patrons identified by AVA in comparison to casino statistics for gender among patrons of each site (casino statistics provided by OLG).

The AVA-identified gender distribution is in line with casino statistics for Brantford. However, the AVA data for Thousand Islands and Sault Ste. Marie is skewed male, while the casino statistics show that the expected ratio should skew toward females.

One of the potential explanations for this variance is the location of the digital screens:

- In Brantford, the screens were located by the staircase at the entrance to the gaming floor, i.e., in an area where expected to attract a representative sample of casino patrons.
- At Thousand Islands, one of the screens was close to the washrooms. While it was close to both the male and female washrooms, the casino manager noted that it is common to see men waiting for their female partners in the lobby in front of the washroom. This might account for a higher than expected male skew in the AVA data.
- At Sault Ste. Marie, the sensors were placed in the main lobby area at the entrance of the building and were not moved from their original placement. Thus, in the case of Sault Ste. Marie, the difference between the casino statistics for gender and the AVA-identified gender distribution that occurs in phase 1 and phase 3 is difficult to explain.

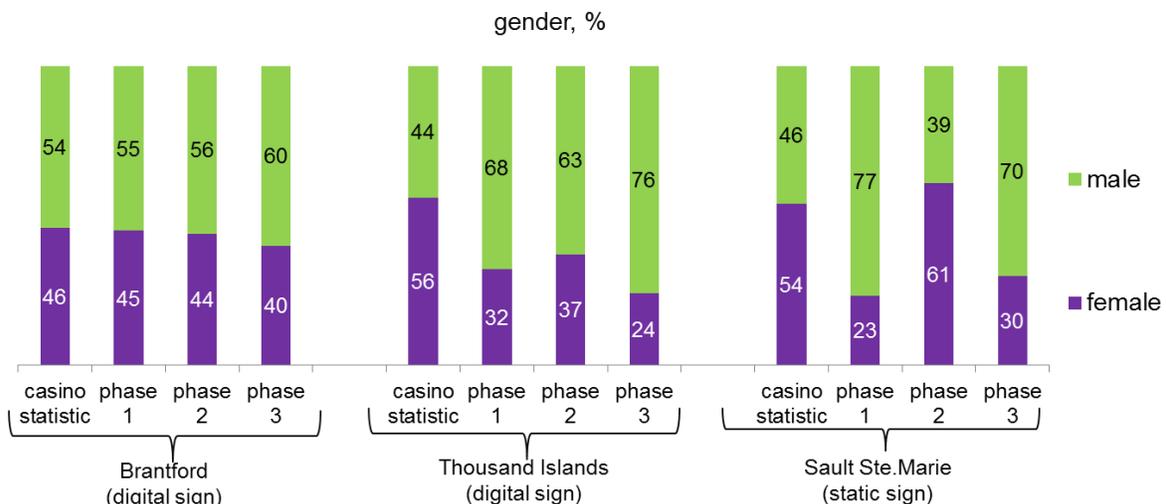


Figure 10.

age

The AVA technology also identifies viewers by age group.

Figure 11 shows that in Brantford there was a higher proportion of young adults captured by AVA than at Thousand Islands and Sault Ste. Marie.

Casino statistics provided by OLG confirm that the average age of patrons in Brantford is 49, compared to an average age of 54-55 at Thousand Islands and Sault Ste. Marie^{vi}. This might explain a smaller proportion of adults at Brantford than at Thousand Islands and Sault Ste. Marie.

Ontario casinos represent an ideal environment for testing age recognition software. The majority of age law is strictly enforced in gambling venues in Ontario, ensuring that no child can cross a casino floor. Therefore, the presence of the “child” age group recognized by the software may provide an estimation of the software error rate that seems to be in the range of 3% - 12% (i.e., the proportion of casino visitors assigned to the “child” group as shown in Figure 11).

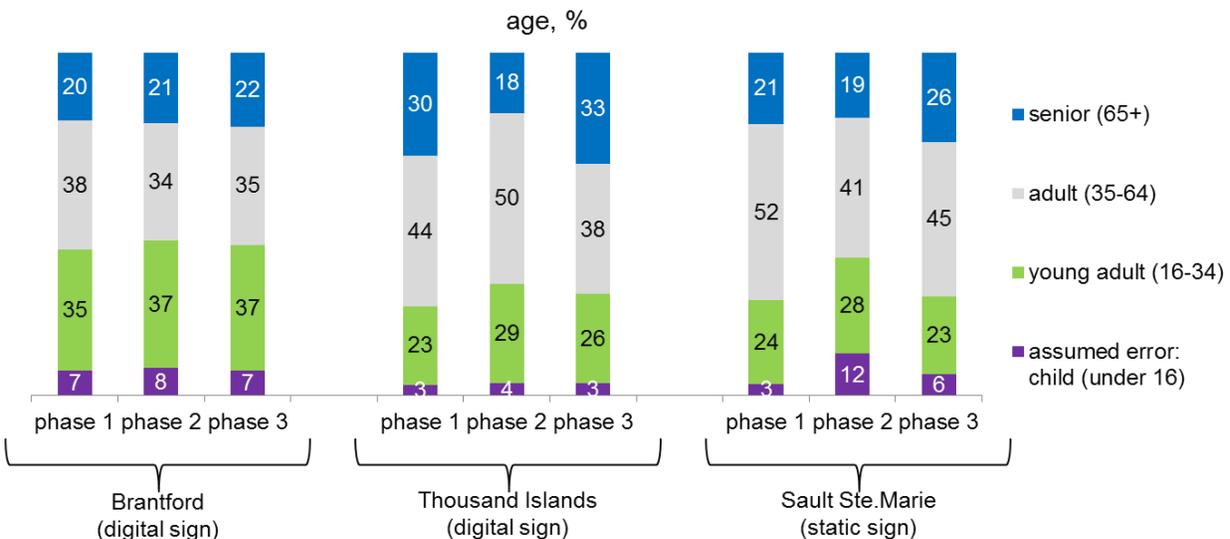


Figure 11.

effect of digital signage on giveaways

Giveaways are often used for brand enhancement or promotions and understanding their effect is important for planning a successful marketing/PR campaign.

One of the ads included in the test design was a Responsible Gambling ad that prompted patrons to go to the customer service desk to request a free tote bag.

Figure 12 shows that the number of tote bags given away at the sites with the digital signage (Brantford and Thousand Islands) was higher than at the site with the static sign (Sault Ste. Marie). In fact, at Sault Ste. Marie, no tote bags were given away during the test period (i.e., while the advertising was present) in either of the first two phases. Just five tote bags were given away during the test period in Phase 3.

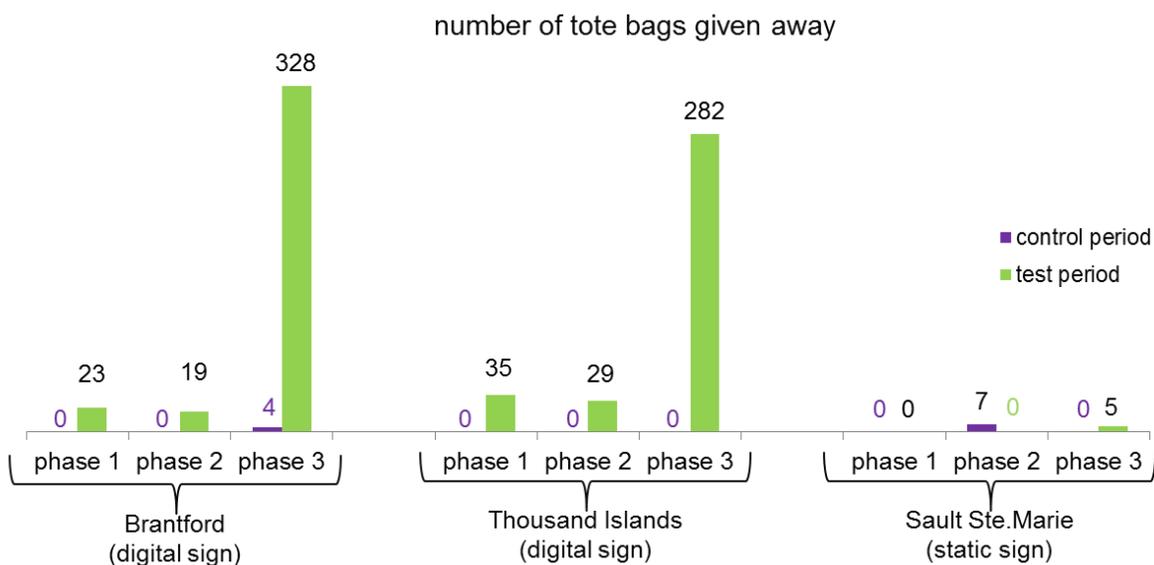


Figure 12.

During phases 1 and 2, the ratio of tote bags given away relative to the number of impressions was low at both test sites, with fewer than 1% of viewers requesting a tote bag. The reason for this can be found in the qualitative findings.

Responsible Gambling tote bag giveaways and total impressions		Brantford	Thousand Islands
phase 1	number of impressions	3876	5463
	number of tote bags given away	23	35
	% of total impressions	0.6%	0.6%
phase 2	number of impressions	2838	4464
	number of tote bags given away	19	29
	% of total impressions	0.7%	0.6%
phase 3	number of impressions	5862	4454
	number of tote bags given away	328	282
	% of total impressions	5.6%	6.3%

Figure 13.

The qualitative interviews with patrons at Brantford revealed that the information about free tote bags was not clearly pronounced in the ads. One would have to stand and read thoroughly to notice it. Given the average exposure time (between 2-3 seconds), it is not surprising that most of those who looked at the screens did not notice the small font at the bottom of the ad (see Figure 14).

After the interviews, a decision was made to create a more pronounced and visual “call to action” in the ad. The new style launched in Phase 3 included a flashing sign with the words “Free Tote Bag”.

The result was immediate, with the number of tote bag giveaways increasing tenfold in Phase 3. This represented about 6% of the total audience requesting a tote bag (See Figure 13). It appears that simple changes in advertising style can create a significant change in outcome.

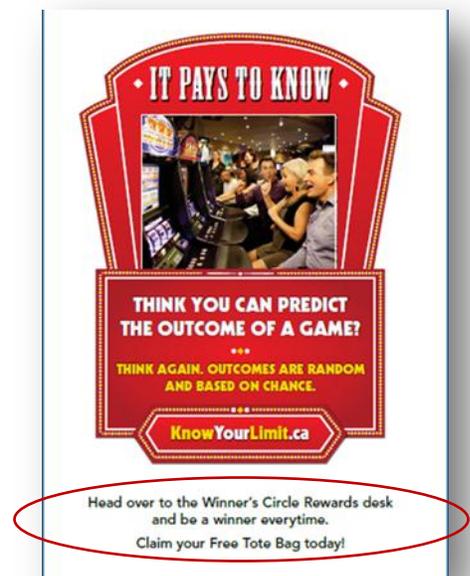


Figure 14.

effect of digital signage on restaurant sales

Restaurant menu items are the example of food purchases incorporated in this test.

In each phase of the project, we tested a different menu item (at its regular non-promoted price).

During Phase 1, the menu item was a crab and lobster dip. Figure 15 shows that in the two sites with digital signage (Brantford and Thousand Islands), the proportion of crab and lobster dip sales increased during the test period, compared to the control period.

No measurable change occurred in the site with the static sign (Sault Ste. Marie) or the control site with no signage (Thunder Bay).

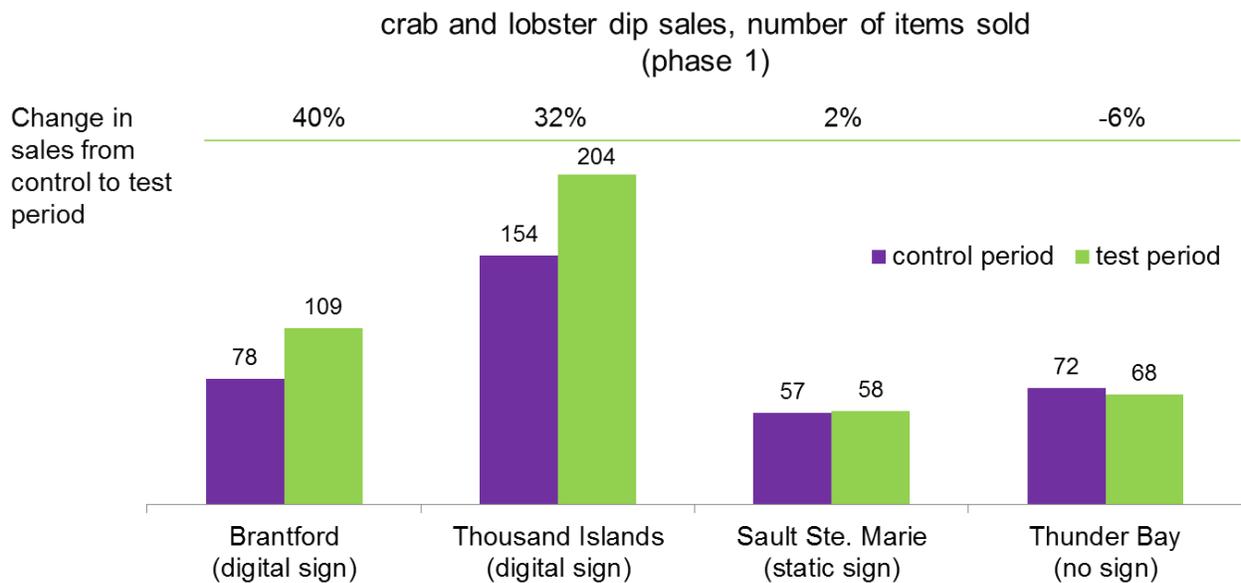


Figure 15.

During Phase 2, Pot Roast Dinner was advertised. Figure 16 shows that sales increased during the test period when the pot roast dinner was advertised, not only at the two sites with the digital signage, but also at Sault Ste. Marie, where the static sign was displayed.

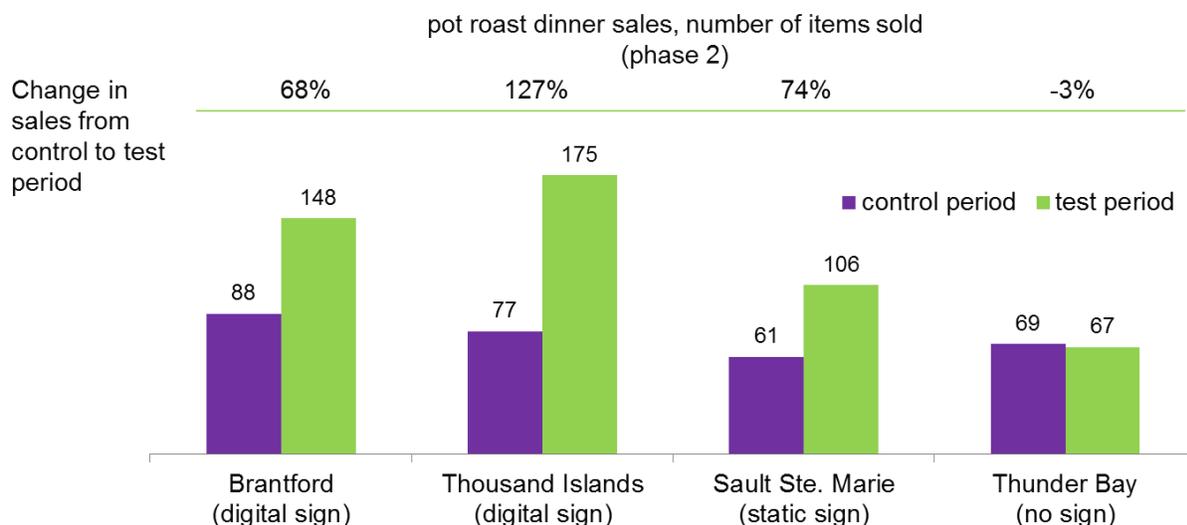


Figure 16.

During Phase 3, bread pudding was advertised. Figure 17 shows that the pattern of sales for bread pudding was more random. Sales increased during the test period at Brantford (digital sign), remained stable at Thousand Islands (digital sign) and decreased at Sault Ste. Marie (static sign). At the control site (Thunder Bay), where it was not advertised at all, the sales remained stable.

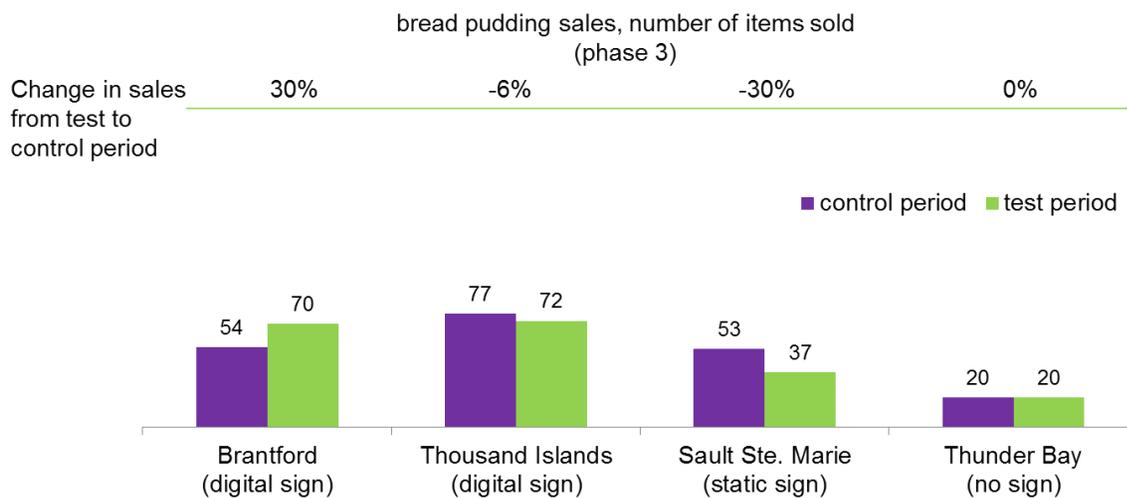


Figure 17.

In order to understand the results from Phase 3, the sales of bread pudding were compared to the sales of crab and lobster dip and pot roast.

Figure 18 shows that sales of the other items decreased at the sites with digital signage, while sales of the advertised item (i.e., bread pudding) either increased (Brantford) or remained relatively stable (Thousand Islands). At the site with the static sign (Sault Ste. Marie) sales of bread pudding decreased almost to the extent of pot roast (which was not advertised during this period).

It appears that digital signage helped at Brantford to improve sales of bread pudding during this period and that it helped to offset an overall sales decline at Thousand Islands. By contrast, the static signage did not have any effect on improving sales of bread pudding at Sault Ste Marie.

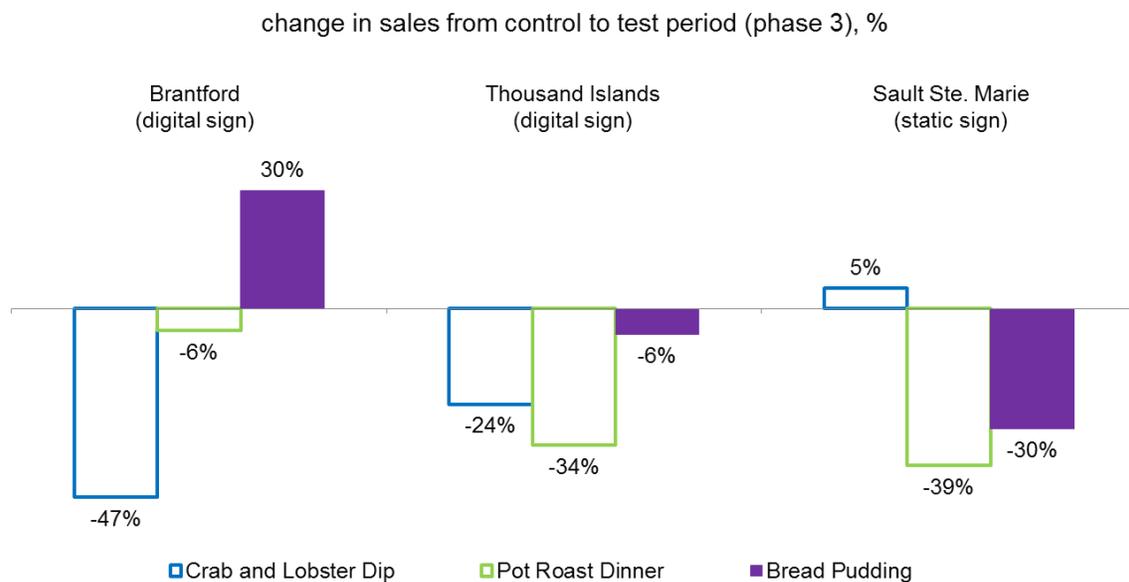


Figure18.

effect of digital signage on Winner’s Circle Rewards (WCR) loyalty program sign-ups

The Winner’s Circle Rewards (WCR) loyalty program is an example of a complex decision-making process. Previous research conducted for OLG by rsg over the years has indicated that there are several factors that can be barriers to signing up for the program. Some of these factors include:

- frequency of visits (infrequent players might not see the value in a loyalty program)
- cost-benefit analysis (some patrons believe that their play might be tracked through a loyalty card and do not think the benefits outweigh this perceived risk)
- privacy considerations (patrons might not want to provide the casinos with their personal information).

Figure 19 below shows that there is no discernible pattern in the number of WCR signups with digital signage or static signage.

We hypothesize that when the behaviour requested in the advertising is more complex and is not easy to act on – as in the case of signing up for a loyalty program – then the digital signage may not be as effective.

total number of WCR sign-ups		Brantford (digital sign)	Thousand Islands (digital sign)	Sault Ste. Marie (static sign)	Thunder Bay (no sign)
phase 1	test period	473	1425	840	456
	control period	448	1158	1115	382
	% change from test to control	-5.3%	-19%	33%	-16%
phase 2	test period	422	874	1623	456
	control period	514	750	648	315
	% change from test to control	22%	-14%	-60%	-31%
phase 3	test period	410	482	178	396
	control period	479	486	221	430
	% change from test to control	17%	1%	24%	9%

Figure 19.

These results were also compared against the number of WCR sign-ups that occurred last year and no consistent pattern was found to explain the results shown in Figure 19.

The changes that do occur may be due to factors other than the signage:

- existing memberships: a sizeable proportion of patrons at each site has WCR membership and therefore would not be affected by an offer to sign up
- advertising: we know from OLG that the WCR program is heavily advertised through other media, including direct mail, other digital screens at the casinos and through on-site posters
- promotions: there are many promotions aimed at increasing WCR sign-ups that offer tangible benefits to new members.

conclusions

The project described in this paper provided a measure of the effect of digital signage on sales as well as insights into the impact of content design. Learning from this study is shown below:

- The positioning of the digital screens is extremely important for reaching the target audience and for collecting reliable data. Consideration should be given to all factors that might affect the data collection. These factors include whether the screens are positioned close to gender or age specific locations that may skew the data.
- The average exposure time per visitor tended to be in the range of 2 to 3 seconds. This has implications for content design; like billboard advertising, digital ads are a glance medium. Content should be designed so that it allows the message to be absorbed at any point during viewing.
- Digital signage might have a stronger effect on new patrons than on “regulars”.
- A high priority should be placed on the style of marketing messages. The project demonstrated that changing tote bag giveaway advertising to be more of a call to action increased the number of giveaways by a factor of 10.
- Digital signage seems to have an effect on restaurant menu items. Advertising an item on a digital screen can boost its sales or prevent a decline in sales.
- Overall, advertising of free items that require minimal decision-making seems to work better on digital screens than of products/services that require a more complicated thought process.

ⁱ The top 10 digital signage trends ahead for 2013// <http://www.digitalsignagetoday.com/article/205997/The-top-10-digital-signage-trends-ahead-for-2013-Pt-I-Commentary>

ⁱⁱ Q&A: Digital Signage Trends for 2012// <http://dialogue.stjoseph.com/Blog/bid/131218/Q-A-Digital-Signage-Trends-for-2012>

ⁱⁱⁱ <http://www.intel.com/content/dam/doc/white-paper/digital-signage-core-ava-field-trial-paper.pdf>

^{iv} http://www.wirespring.com/dynamic_digital_signage_and_interactive_kiosks_journal/articles/The_2011_Digital_Signage_Pricing_Study__Costs_Fall_Another_5_6_-821.html

^v Intel: A Report on a Field Trial of Anonymous Video Analytics (AVA) in Digital Signage

^{vi} OLG internal statistics

appendix

rsg

- Established in October 1994, rsg is an MRIA (Marketing Research Intelligence Association) Accredited Gold Seal full service marketing research and consulting firm.
- rsg is an independent, Canadian-owned company, incorporated in the Province of Ontario. A subsidiary – Research Strategy Group International Ltd. – is located in San Francisco. In addition to MRIA, rsg is a member of ESOMAR and AGMR (Associate Global Market Research)
- rsg is owned by Jim Peterson and Anne Coulter.
- Senior staff are professional members of the Marketing Research and Intelligence Association, and two members have been designated a Certified Marketing Research Professional (CMRP)
- rsg has core competencies in Industry Categories and in Research Techniques. In research, rsg's core competencies are strategic research (pricing, positioning, segmentation) and tactical (brand management, product development and communication). We also have experts in the areas of discrete choice modeling, statistics and psychoanalytic analysis.
- rsg conducts studies for clients representing a range of business sectors, including beverage alcohol, financial services, health and pharmaceuticals, telecommunications, lottery and gaming, and other consumer products, as well as public sector.
- rsg has extensive experience in weaving both qualitative and quantitative to provide a holistic understanding of the marketplace. We specialize in providing the full range of expertise clients need, without sacrificing the attention to detail and personal service clients are entitled to expect from a well-respected professional organization.
- The company does not own any field operations, but rather, sub-contracts field work (telephone interviewing, online surveys, recruitment of qualitative participants) to trusted suppliers with whom we have established long-term relationships. To the extent possible, all sub-contractors are Gold Seal Members of the MRIA.
- rsg is dedicated to success: the success of our customers, our people, rsg as a company and as an employer.

Intel

Intel (INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

Intel, the Intel logo and Intel Core are trademarks of Intel Corporation in the United States and other countries.

Capital Networks

Since 1991 Capital Networks supplied creation and content management software and support services to the demanding Broadcasting and Cable Television industries, specializing in local news and automated playback systems. More recently, Capital Networks developed their products and support to bring the same level of professionalism to the rapidly expanding Out of Home, Digital Signage industry.

Capital Networks now supply products and services into various industry segments in more than 40 countries across six continents. Its solutions are used in a wide variety of applications including broadcast television, cable television, satellite, IPTV, digital signage, corporate communications, campus communications, emergency messaging, retail and large scale outdoor displays.

During the past 21 years Capital Networks have been proud to work with a growing list of world class, repeat customers from across the globe and are grateful for the corporate referrals we regularly receive. Recent clients include CBC, BBC, Rogers Communications, Open Text, US Marines, US Air Force, US Army, Curtiss Wright, Syncrude, Peel Regional Police, FLOW Jamaica, Woodbine Entertainment, Creswin Properties, Scotia Plaza, Cablevision, MTS, CoopTel, and more.

EdCom Multimedia Products

Edcom Multimedia Products is an integrator of audio, video, visual display, digital signage and videoconferencing technology. The company has offices in London Kitchener, Windsor and Mississauga Ontario.

Edcom Multimedia Products was opened in London, Ontario in 1979 as the audio visual division of Scholars Choice. Through the years the company developed in size and scope. Eventually it became important to offer a rental and staging option to our customers. Out of this our rental and staging division grew and became a vital part of our offering.

In 1997, Edcom was purchased by Mark Lehman and Wayne Gowanlock. Both partners had long histories in the business of providing integrating audio and video display technology solutions. After the death in 2006 of President Mark Lehman, partner and Vice President Wayne Gowanlock acquired the remaining stock and assumed the position of President.

In recent years the company has opened divisions that offer equipment service, repair and maintenance, design and installation and multimedia content production. In 2011 EdCom purchased new facilities in Windsor and London.

Edcom succeeds by harmonizing new and evolving technologies, ever changing client requirements and global suppliers in the marketplace. As the IT and AV worlds have merged over the years EdCom has been challenged to provide the technical knowledge and products that meet the customers need. "Edcom Learning Series" provides staff and customers with current technical and product information in a series of informal seminars and webinars. These events have proven to be a popular forum for us to learn as well as inform.

As we enter our 16th year in business we celebrate the fact that technology has made Edcom more efficient in communicating with both our customers and with our own employees. As the sale of equipment becomes more competitive our competitive edge has become knowledge and service. Innovative application of software and hardware is our future and we look forward to the challenges of keeping up with the needs of a wide range of current and future customers.