

CASE STUDY



Toys 'R' Us

Background

Create an in-store media network for over 100 retailers in China and Hong Kong to drive traffic in store.

Challenge

Manage a 24/7 operation and have the ability to update content centrally via the head office and individual stores. Ability to monitor network anywhere through a PC and a browser. All system required wireless connection capabilities, touch screens and specialized power solutions.

Solution

EnQii engineered a solution creating language specific, compelling content which rolled out across China.



Find out more at www.enqii.com or email us at info@enqii.com.

