

Success story

Korean retail stores centralize audio over IP distribution

Effective, cost-efficient and reliable audio interfaces for a large scale project

TechData
BARIX

THE NEED

A popular network of department stores and supermarkets in Korea wishes to upgrade and optimize their audio distribution system. The retail chain HQ is in charge of streamlining and centralizing the audio outputs for 45 remote sites and stores. This large scale project implies the deployment of a high number of AoIP devices, the unification of audio protocols and the connection of 13 audio sources to 45 local shopping outlet branches.

THE CHALLENGE

The client wants to establish a centralized Audio output system to cater to 45 local retail stores, streamlining the audio distribution in each outlet. Their plan is to replace legacy AoIP devices with a large batch of codec interfaces, run from HQ and dealing with 13 various audio sources.

Because of the project's scale, the main challenge here is to **deploy a large number of reliable, efficient and cost-effective devices**.

With the centralized control of audio distribution in local branches, the client wishes to ensure that audio quality is harmonized and uses the same technical protocols.

With an acute understanding of customers' needs and a comprehensive range of solutions, Digigram Asia is the right partner to achieve the spotless completion of this large scale project

THE BENEFITS

- Versatile and cost-effective installation
- Straightforward and stress-free upgrade
- Partnership with an audio and AoIP expert to meet the client's needs

THE SOLUTION

Korean TechData experts teamed up with Digigram Asia to implement the system per the client's needs. A connoisseur of the client's requirements, Digigram Asia originally supplied the current system to be replaced, and therefore could not be a better choice to work on this project.

The client's HQ, centralizing the audio distribution system is therefore equipped with 45 units of BARIX Annunicom 100, enabling the encoding of audio streams from 13 various sources. The audio streams are later distributed to the 45 remote retail branches, each equipped with one Annunicom 100 device to decode and playout the audio, following a zoning pattern if relevant.

The smooth transition to a new centralized system, deployed on a large scale, was possible thanks to the right choice of cost-effective devices within the Digigram Asia catalogue, ensuring high-end audio and reliable distribution regardless of the structure scale.

