

# Signagelive Powered Samsung Smart Displays Operate International Cash Systems (ICS) ATM Digital Signage Toppers



International Cash Systems LLC (ICS) is one of the top ATM service providers in the United States and since 1989 the company has specialized in the sale and placement of ATMs at convenience & grocery stores, bars, restaurants and hotels to provide customers with a convenient and safe place to obtain cash.

## The Opportunity

The in-store ATM market is becoming highly competitive, with many merchants having to sell their equipment at near cost, which ultimately impacts overall profitability. To maintain its position in the market ICS wanted to differentiate its ATM offering from other providers. Further to seeing the fast take-up of digital signage solutions in quick serve restaurants (QSR) and retail stores, the company explored the practicalities of developing a purpose-built digital signage solution for their ATMs to encourage impulse purchases, resulting in turn in increased revenues and ATM transaction fees.

ICS wanted a solution that was affordable, comprised high brightness displays and carried a recognised brand name that its merchants would trust. Cost and limited space were also major considerations and ICS wanted a solution that would eliminate the need for onsite media players to display and manage content.



## Key Project Requirements

- To encourage impulse purchases to increase overall revenue and ATM transaction fees
- Cloud based system to make optimal use of limited space
- The ability to create, & manage content centrally or locally
- The ability to generate and launch campaigns instantly
- Ability to support multiple formats

## The Digital Signage Network

The company began searching for a development partner and finally collaborated with Coffman Media (One of Signagelive's strategic channel partners in North America) to develop a digital signage solution (called the ATM digital signage topper) based on Samsung's DB22D 21.5" edge-lit LED displays".

Signagelive was selected as the preferred CMS provider by ICS because of its cloud based capabilities, its relationship with Coffman Media and because its software integrated seamlessly Samsung's embedded media player technology, resulting in significant cost savings from the outset. Signagelive has a longstanding relationship with Samsung and was one of the first digital signage platform providers develop a packaged solution for the Samsung Smart Signage Platform SSSP.



## Real World Deployments

*'We created a video for the ATM digital topper that promoted the sale of propane during the summer by showing burgers cooking on an outdoor grill.*

*The ad turned out to be a great way to draw attention to our products and promote sales in stores'*

**Stacy Kauffman**  
District Manager, Schafer Oil Company

*'We decided to use the ATM topper as a way to increase sales.*

*Inside our bar, the display clearly stands out, giving us a new platform to promote our specials'*

**Steve Tieber**  
Owner, The Dublin pub, Dayton Ohio



## The Benefits of Signagelive

Since implementing the ATM digital signage toppers powered by Signagelive, merchants are experiencing increased sales and ATM transaction fees.

Coffman Media have created a portfolio of promotional material and using Signagelive, merchants can quickly create and schedule content playlists to promote food products that reflect the time of day, for example, coffee and donuts in the morning or pizza and beer in the evenings.

Merchants are able to offset costs of the ATMs by selling ad space to their different suppliers, resulting in rapid ROI and ICS is able to differentiate itself from the competition.

## The Future

Moving forwards ICS plans to use its ATM digital signage toppers powered by Signagelive to pitch for new business when the ATM industry has to meet new global standards for Europay, Mastercard and Visa (EMV) being implemented during 2016.

*'Samsung is the leader in chipset technology and its SSSP is now in its third generation. We have been with Samsung during all three generations and are impressed how well it matches with Signagelive. It has been a great fit for us in other verticals so we automatically went with Samsung and Signagelive for this project'*

Jason Ault  
COO and Co-founder, Coffman Media

*'By October 2016, all ATMs will have to be upgraded or replaced to meet the new standards.*

*Our ATM digital signage topper with the Samsung display powered by Signagelive makes us extremely competitive over other ATM placement companies. The Samsung brand and our work with Coffman Media and Signagelive offers a combination few other companies can match.'*

Mark Newman  
President, ICS

