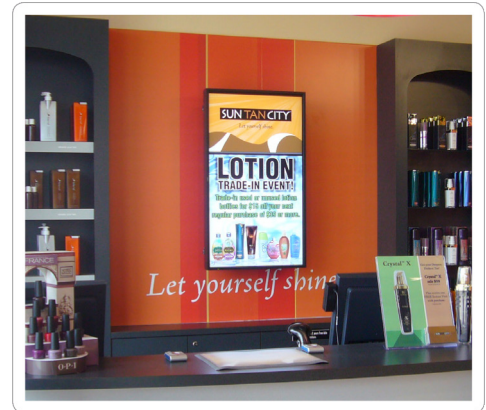


RoninCast®

Helping Stores Make the Sale; Bsquare Helps RoninCast Make the Deadline



John Carroll, Platform Engineer, Wireless Ronin Technologies

Customer Profile

Founded in 2000, Wireless Ronin technologies creates RoninCast dynamic digital signage and provides solutions for a wide range of clients including Chrysler, KFC and Thomson Reuters. The company is headquartered in Minneapolis, MN and maintains offices in Windsor, ON, Canada

RoninCast®

When it comes to motivating people to put an item in their shopping cart, a static display just can't compete with dynamic digital signage. And since an estimated 70 percent of brand decisions are made while the shopper is browsing the store, getting the shopper's attention is critical.

RoninCast, the software driving content to digital display networks, pays big dividends for retailers and brand managers alike. First, shoppers find the dynamic digital display compelling. They spend up to ten times as much time watching digital signage than they spend looking at traditional, static displays.

For brand managers, RoninCast can play a major role in whether or not shoppers will even see their message. It has been projected that half of traditional point-of-purchase displays never make it to the store, don't get hung up on time, or equally as important—don't get taken down on time.

As a result many retailers are turning to digital signage to manage their in-store communication strategies. RoninCast's wireless capabilities make it incredibly easy to deploy. Its centralized control also eliminates compliance issues. There's no question of whether stores are using the printed materials the way they were intended.

Further, with RoninCast, things that were impossible with printed displays are a snap of the finger. It's completely interactive. You can tailor the message to current inventory levels. You can customize the display to show shoppers where the item is in the store. You can even collect contact information from the shoppers so you can follow up later.

Behind the solution

While companies rely on Wireless Ronin to get their messages out, Wireless Ronin relies on Bsquare for training and its operating system licenses. RoninCast is now powered by Microsoft's latest embedded operating system, Windows Embedded Standard.

"The biggest benefit of working with Bsquare is that it's like having a direct line to Microsoft. With their in-depth knowledge of Microsoft technology, they can get you through the licensing process in record time."

John Carroll, Platform Engineer,
Wireless Ronin Technologies

Windows Embedded Standard offers numerous advantages:

- Longer support from Microsoft. Windows Embedded Standard, being newly released, will be supported for 6-8 years longer than Windows XP Embedded.
- More built-in components. Windows Embedded Standard comes with drivers for the Intel ICH8/ICH9 and Realtek AC97 audio chipsets already built into the image, saving Wireless Ronin Technologies six to eight hours of development time.
- Fewer dependencies, smaller footprint. With Windows XP Professional, the device needed about 20K of operating system files. Windows XP Embedded cut that in half; Windows Embedded Standard cut that by more than half again. This tiny footprint – now down to about 4K – improves performance, cuts boot time, and leaves more room for content.

The Bsquare difference

Training

Wireless Ronin's close relationship with Bsquare began when it wanted to migrate RoninCast to Windows XP Embedded.

That migration took just three weeks thanks to training provided by Bsquare. Its subsequent migration to Windows Embedded Standard was just as easy and required no additional training.

"You get a lot of information in a short time period," says John Carroll, Platform Engineer for Wireless Ronin. "They teach you in three days what other courses take five days to teach. And Bsquare's training is really personal, with lots of hands-on training. There were only five people in our class, and we had plenty of time to ask questions."

Carroll says the class was packed with helpful information that wasn't easy to get elsewhere. All told, he estimates the training cut his development time by a week or two. "You get so much helpful information in those classes—things you would never learn from just reading a book."

Licensing

With Bsquare's help, Wireless Ronin was able to glide through the licensing process in record time, cutting nearly 50 percent off the typical wait time.

Getting approved as a licensed distributor usually takes at least a month, and getting a hardware manufacturer approved can take another four to six weeks. But with Bsquare serving as a liaison between Wireless Ronin and Microsoft, the company was able to get its distributor agreement finalized in just three weeks, and the hardware manufacturer agreement in another three weeks.

"Bsquare knows the Microsoft licensing process inside and out," says Carroll. "They spent a lot of time on the phone with us, walking us through what we needed to do to get approved as a distributor—and to get our hardware manufacturer approved as a third-party integrator. We had a tight deadline to meet for our client, and with Bsquare's help, we were able to meet it."

Results

Wireless Ronin helps a long list of clients, including Carnival Corporation, Chrysler, Ford Motor Company, KFC, ARAMARK, and Thomson Reuters, reach their target audiences. Its innovative, flexible approach gives those clients a solid return on their investment. Bsquare helps Wireless Ronin meet its customers' needs, no matter how tight their deadline.



For more information, please visit www.bsquare.com. Or email us at sales@bsquare.com

About Bsquare

Bsquare is a solution provider to the global embedded device community. Our teams collaborate with OEMs at any stage in their device development to bring quality products to market faster. Since 1994, Bsquare has been a trusted partner to smart device makers worldwide.

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