



Customer Project:

San Francisco Giants



5 of 53 displays throughout AT&T Park, home of the San Francisco Giants

Implemented	March 2011
Number of screens	53
Screen technology	42" LG Commercial LCD displays with embedded modular PC
Type of network	Combination of Digital Menu Boards and Digital Advertising Screens

Challenge

2010 World Series Champions the San Francisco Giants, are a technology savvy MLB team. Always looking to improve fan experience, efficiency and increase revenue, they explored the use of Digital Menu Boards to replace traditional static displays. With a large number of home games per season, changing menu content for non baseball events poses a labor intensive and logistical challenge. A solution was sought that would enable pricing and product changes from one event to another in a cost effective and timely manner that yielded a positive ROI.

Solution

This is an excellent example of the full service solutions provided by Ping HD. Based on LG's Full HD Commercial Displays with embedded modular PC's that slide into the displays, the solution is provided as a Software-as-a-Service (SaaS) platform powered by signagelive. Each PC simply connects to the Internet via the AT&T Wi-Fi network that runs throughout AT&T Park. The SF Giants and food services staff are then able to manage and schedule content to each screen through their web browser from PC, Laptop or Smart Phone. Ping HD provided all hardware, software, installation, content and training, plus exceptional on going support.

Results

The Ping HD Digital Menu Board solution now enables the SF Giants to update menu content within minutes whether this is a price change or a complete menu change for a music concert or even a high school game where alcohol items are removed from the menu completely. The concessionaire is also able to remove alcohol from the menus at the end of the 7th inning and utilize the screens for training concession staff before the stadium doors open. A season long independent analysis is being conducted to compare transaction times, average order value and line item sales comparisons against control concessions without Digital Menu Boards.

Customer Says:

"I've been impressed with Ping HD since our first meeting. They're professional and responsive with a reliable service that made the implementation easy. We were on an extremely tight deadline and they got our menu boards installed on time, on budget and most importantly before Opening Day. We've received compliments from fans and employees on how great they look. They are quite eye catching but what I like best is their simplicity. We don't need additional staff to manage or support them." Ken Logan, Senior Director of IT, San Francisco Giants

