

Increasing Grocery Revenue with WiFi Connectivity



“The cnPilot E400 WiFi access point provides high reliability for grocery chains to stream video and revolutionize the shopping experience while increasing revenue.”

- CHUCK CHIN, HEAD OF IT, IMPAX MEDIA

Overview

FEATURED IN FORBES, TECHCRUNCH,

VentureBeat, and other tech and trade publications, Impax Media works with grocery retailers to engage shoppers by providing branded communications in stores, using high definition video screens at strategically selected locations. With displays placed near the product, at the checkout, and on giant “video walls” across the fronts of supermarkets, shoppers throughout the store can easily see the retailer’s custom content.

Retailers see unquestionable results. “We initially installed the Impax Media Digital Entertainment Gates in four of our stores 3 months ago,” said Benoit Gagnon, Director of Operations Groupe Messier. “The results have been really positive. Consumers find the content both relevant and engaging. In fact, we’ve recently given Impax the go ahead to install the Digital Entertainment Gates in all of our Metro locations in Greater Montreal.”

The individual retailer drives the content mix, including quick meal ideas, cooking tips, and “what’s on sale” spot ads. This information enhances and modernizes the shopping experience and the store appearance, and drives purchasing behavior. To achieve these goals, the Impax systems rely on high-capacity, reliable indoor WiFi communications infrastructure.



Challenge

“ONE OF OUR CORPORATE CLIENTS required us to separate our wireless band from 2.4 GHz to 5 GHz,” said Chuck Chin, Head of IT, Impax Media. “This change required a new access point, so we selected Cambium Networks cnPilot™ E400 Enterprise Indoor Access Point for the project.”



Solution

“NOT ALL OF OUR CLIENTS REQUIRE THE USE OF THE 5 GHZ FREQUENCY BAND,” CONTINUES CHIN. “THE Cambium E400 module is dual-band capable. If we start streaming HD content, using the 5 GHz band should alleviate some bottlenecks we could be experiencing on the wireless network.”

Impax media installed 10 cnPilot E400 APs. “The E400 has the same footprint, quick easy installation, strong wireless broadcast range and a Power over Ethernet (PoE) connection,” said Chin.

WIFI ACCESS

cnPilot™ E400 Enterprise Indoor WiFi Access Point
802.11ac dual band access point with MIMO
16 SSIDs supporting 256 concurrent users
Cloud-managed via cnMaestro. On-site controller option available

Results

“ONE OF THE OTHER KEY FACTORS IN MAKING THE DEPLOYMENT A success was the ready access to outstanding support that Cambium offers,” said Chin. “We are now running Ayuda CMS, Kaseya Remote Management Software, and tru-view applications with no problems.”

Many retail locations are migrating to the more reliable 5 GHz frequency band for Internet connectivity, and the cnPilot E400 is proven to provide reliable connectivity in crowded environments.



Why Impax Media chose Cambium Networks technology:

- **Ease of Installation** to deploy connectivity without disrupting business
- **Wireless signal strength** to provide highly reliable connections for streaming video
- **Dependability** to minimize interference problems and system downtime