



## NO SEVEN YEAR HITCH FOR MERLYN & DECAUX

**Merlyn Electronics is proud to be celebrating its 7th year as a key supplier of systems and services to JCDecaux.**

During this time we have formed close relationships with the Innovate team at JCDecaux UK and the Worldlink department in London as they have established themselves as industry leaders in the field of unique and innovative outdoor display. In turn this has allowed Merlyn to grow its business to offer our technical and development services to Decaux on an exclusive basis. Our reward has been a accreditation as a world lettering the design and installation of "specials" in small format locations on which we have worked with Decaux produce some of the most outstanding "media first" campaigns of the last few years.

### Interactive Digital and Bluetooth

One of the key strengths of our association has been the cooperation between JCDecaux and Merlyn which has allowed us to develop new state of the art offerings which have pushed the boundaries and challenged the conventions of outdoor advertising. We have built an in house knowledge bank of expertise within which our multi-skilled workforce of designers, software and development engineers, IT experts and installers have risen to every challenge that Decaux has presented over the last seven years. We have designed, built and installed interactive digital networks for roadside campaigns and creates bespoke proximity marketing devices to order for specific Decaux Innovate clients and worked on over a dozen "Media first's".

### Campaigns from Stoke to Stockholm

From brand launches for Proctor and Gamble, Sony Ericsson and Voltov awareness campaigns for BVI, Yell.com and Ariel Zanussiwe have worked with Decaux to transform marketing objective from concept to on-street reality. We have built 3D models incorporating interactive screens with custom programmes and value added special builds for Decaux in locations from Stoke to Stockholm.



65 inch screen incorporating bespoke air con unit



Sony walkman fine finish 3D model with fully interactive digital display

## INFRA STRUCTURE AND MANAGEMENT

Our work with Decaux has required us to offer a very swift response and undertake installations of complex systems in the remotest of locations and this has enabled us to develop and refine the communications network that we use to manage the displays in situ. As we support our systems with a full service guarantee it has been vital that we always have full communications access to all our digital sites 24/7 whether on a street in Glasgow, a Piazza in Milan or a station platform in Oslo. For this reason we have worked closely with Decaux to develop a communications strategy based on Wi-Fi networking that has enabled us to successfully monitor and manage even the remotest site in a digital estate from a media hub. This has reduced the need for frequent site visits and in turn reduces the cost of planned maintenance programmes.



Interactive touch screen on a 25 size national network

Hi Res 32 inch touch screen with special headphone socket

## COMPLETE SOLUTIONS FOR OUTDOORS

**"JCDecaux plays a huge role in our business model" explains Merlyn MD Jonathan Eagle**

"As a traditional electronics design and manufacturing business we have found it easy to apply the disciplines and principles associated with that sector to our work with JCDecaux. So whether we are tasked to build a remote monitoring system for a roadside scroller, a one off unit for a toilet cubicle or conduct a simple earth test on a 6 sheet panel we always employ the highest standards to our work.

The outdoor sector is possibly the most fluid and dynamic environment in which we have worked in our 20 year history and one that has required us to offer a fast response in design and delivery. We are certain that this experience gives us an unrivalled skill base within our business with which to meet the challenges that Decaux can present. We reinforce our commitment to continuing to offer a complete solution to all aspects of the JCDecaux offering whether roadside, trackside or in airports in the UK and throughout the world. So from the largest international project to the smallest local repair we believe we are the best placed to offer a complete solution"

Our sales team will be pleased to advise on all your outdoor service, maintenance, installation and development projects, and provide a fast, competitive quotation. At first instance please contact Ian Kay.

Email - [iankay@merlyn-electronics.co.uk](mailto:iankay@merlyn-electronics.co.uk)

Tel - + 44 (0)161 745 7697