



British outdoors clothing brand, Rohan now uses Dynamax's cloud-based digital signage software, **digitalsignage.NET**, to power indoor screens that show product demonstrations and lifestyle videos. The system is used to complement the stores' static signage, educate customers and assist shop assistants in the highly consultative sale that Rohan adopts in its clothing sales effort.

Celebrating its 40th year anniversary this year, the company will implement this in stores in Salisbury, Guildford and Bristol, UK.

Rohan's Chairman, Colin Fisher says: "We make gear that protects people in the world's wildest places, the technical benefits being rather hidden than overt. So we decided to use digital signage to explain these technical features in a visual way. I wanted something that brought the product to life and there's nothing that beats digital signage at this. digitalsignage.NET made the content distribution into the shops seamless, delivering a quality output that involves a simple operation."

Rohan's headquarters manage the content centrally while involving shop floor staff in the choice of files that get published on screens in their stores.

Dynamax's software runs 19-inch LG displays powered by IAdex's XMP-330 SMIL devices.

Dynamax's digitalsignage.NET in Rohan Stores

Written by Bob Snyder
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Howard Smith, Director and Founder of Dynamax said: "We are pleased to have had the opportunity to work with Rohan and show our software's ability to meet the complex needs of retailers as well as to reinforce the high potential of digital signage in this environment."

Watch [A video testimonial of Colin Fisher and Peter Smith](#)

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