



RENAULT
Passion for life

Renault Store - Technical specifications

Management of video & digital content



Contents

General

Introduction	4
Brand and product content	5

Technical principles

POS management tool - Video	7
Specifications	8
Mobile device management (MDM) tool	9
Specific POS advertising	10
Central solution focus	13
Appendices (central solution)	14

General



Introduction

As soon as they enter the Renault Store showroom, and during their visit, visitors encounter a certain number of digital elements that strengthen their knowledge of the Brand, facilitate their visit or even entertain them.

Integrated into the units (reception totem, Renault Sport totem, Brand wall and bar, configurator, After-Sales Reception screen), these screens continuously display Brand information, news and films.

They generate interactivity with customers and enhance their visit



Brand and product content

Showroom editorial committee

To optimise your physical and digital supports, and thereby show off the Brand and its products, services and accessories, it is strongly recommended to:

- 1 Set up a «showroom editorial committee» (where possible integrated into an existing committee and comprising at least marketing, after-sales, digital and network development roles) at a regional level to perform the following tasks: set the regional editorial policy and identify the specific development/adaptation requirements for the videos on the:

- Brand wall:

e.g. advertising, Brand films and news, etc.

- After-Sales Reception screen:

e.g. accessories offers and promotions

- Configurator standby screen:

e.g. product introduction films

Mobile strategy/apps on the Brand bar tablets

- 2 Set up a similar committee at country level to put together the video playlist for broadcasting and schedule app deployment.
- 3 Identify a person in the country to be in charge of deploying and monitoring the content broadcast (e.g. digital manager).



Technical principles



POS management tool - Video

The POS management tool should make it possible to:

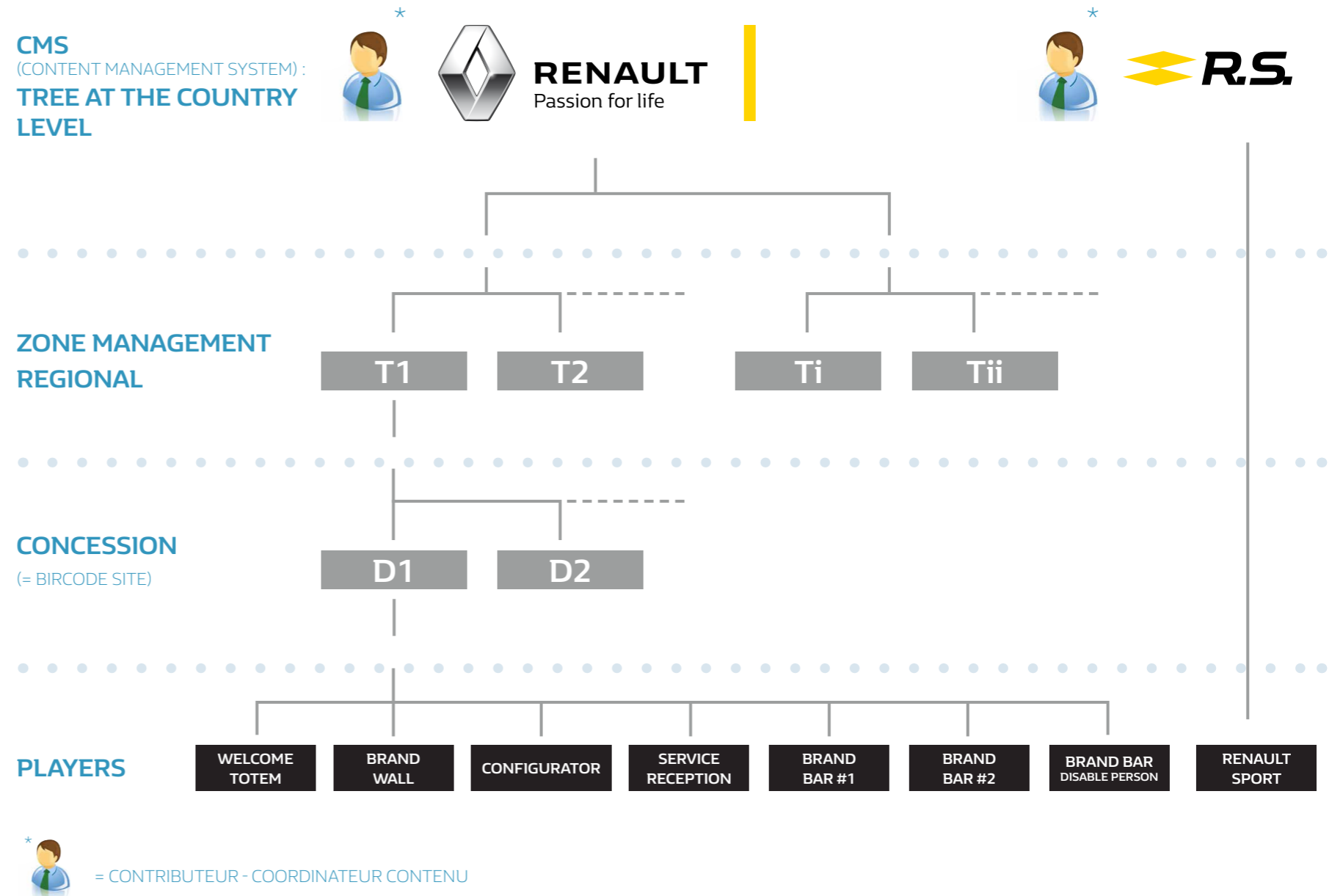
- Download content (photos, videos, etc.)
- Creation of playlists by screen
- Creation of the messages of communications by screen

Country level management by a contributor / coordinator

- Coordinating the different country-level contributions at the country level
- Programming the various campaigns related to the strategic plan of the country

To note :

- Country specific access for Renault Sport for the totems assigned (if not coordinated with the country coordinator)
- Specific access to the totem of reception in the case on some data only



Specifications

Definitions

A screen is connected to a player, which contains the software and content required for day-to-day management: screen management, scheduled restart, log management, etc.

Media may be updated in push or pull mode.

Each player will broadcast a single channel

Brand wall, After-Sales Reception, Reception, etc.

A channel will comprise a number of playlists.

A playlist is made up of a succession of media items

Media = video, image, flash, etc.

Addressable directly by name.

Addressable by a system of tags.

Media validity dates will be taken into account.

Users

By default, a user is associated with a country. To manage several countries, access by country or multi-country depending on the chosen solution.

The tool should make it possible to manage different roles for each workgroup.

Media management/media library

«Media manager» users will be able to add, delete or modify the media associated with their workgroup.

A media item uploaded to a workgroup will be visible and usable by the «child» and «parent» workgroups, but invisible to adjacent workgroups.

Examples:

A «Scotland region» media item will be visible to all the Scottish sites, the UK subsidiary and Renault Central, but not to France or England.

A media item uploaded by site 1.1 will be invisible to any other site, but visible to the whole «parent» tree structure.

A uploaded media must at least have a date of end of validity (rights management) and respect naming conventions (for statistical monitoring).

Media management / Encoding & media library

The media are stored in a media library hosted by the supplier of the POS advertising solution.

The media will be downloaded by each player (push or pull) during the night.

Aim: to avoid taking up bandwidth during the day.

Types of media accepted

Images (*.jpg, *.jpeg, *.png, *.gif, *.bmp) Videos (*.mp4, *.mov, *.mpg, *.mpeg, *.wmv, *.avi, *.divx, *.3gp, *.3gpp, *.mkv, *.webm), Flash animations (*.flv, *.swf).

The partner solution must guarantee that the colour and format of the media supplied are compliant (media resolution, image format, frame rate, etc.).

Content Delivery Management

A user will see all the existing channels for his workgroup.

The media or the playlist may have tags or criteria allowing a national broadcast or on certain concessions only (provided to implement these same criteria at the level of the players).

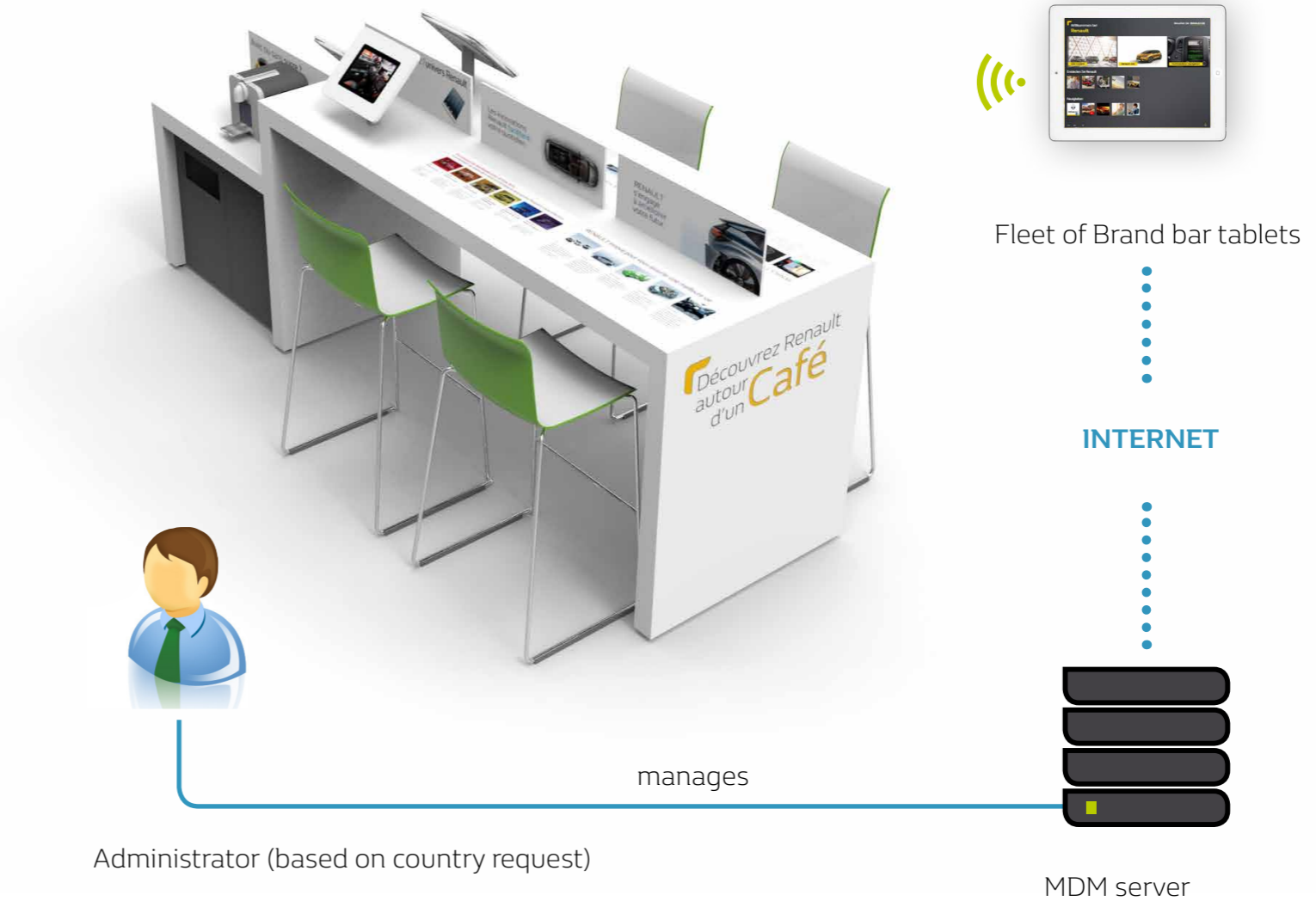
Mobile device management (MDM) tool

The MDM solution must enable the following to be managed remotely:

- Broadcasting of applications and web clips on dedicated tablets at the Brand bar,
- Central management of tablet profiles on country request

Prerequisites:

- Internet connection for tablets
- MDM agent installed on the tablets
- A country contact to coordinate the mobile strategy



Specific POS advertising

Configurator

The configurator allows customers to configure their vehicle.

In standby mode (not being used by a customer) it plays a video loop that can be updated based on the country strategy.

The country Digital Manager is responsible for updating the configurator (and updating the configurator on the country website).



Specific POS advertising

Renault Sport totem

The Renault Sport totem plays Renault Sport films.

It is updated:

- by the country based on content published and tagged by Renault Sport in the central content management solution (if this service was requested during the Renault Store launch in the country),
- via a country contact who receives the videos from their Renault Sport contact and updates the totem.

Attention: the Renault Sport totem is located in the Renault Sport zone, exclusively in approved dealerships. Speak to your Renault Sport contact regarding any requests for approval.

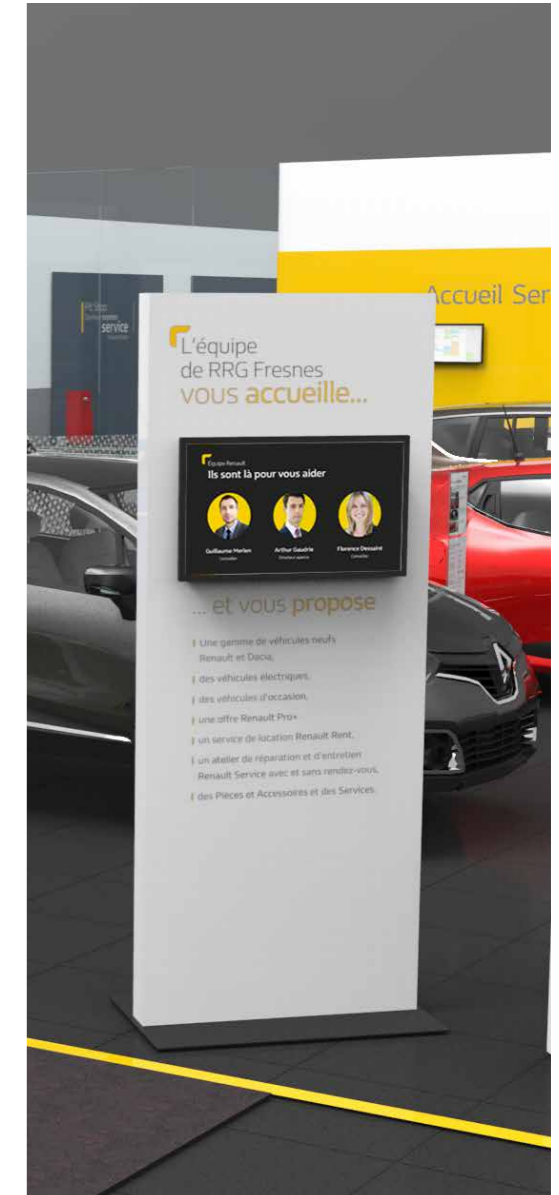


Reception totem

Ensure you have the right templates and processes to broadcast from and update this screen. Using the central template, the reception totem shows:

- the employee gallery,

The dealership is responsible for updating the employee gallery following staff changes.



Specific POS advertising

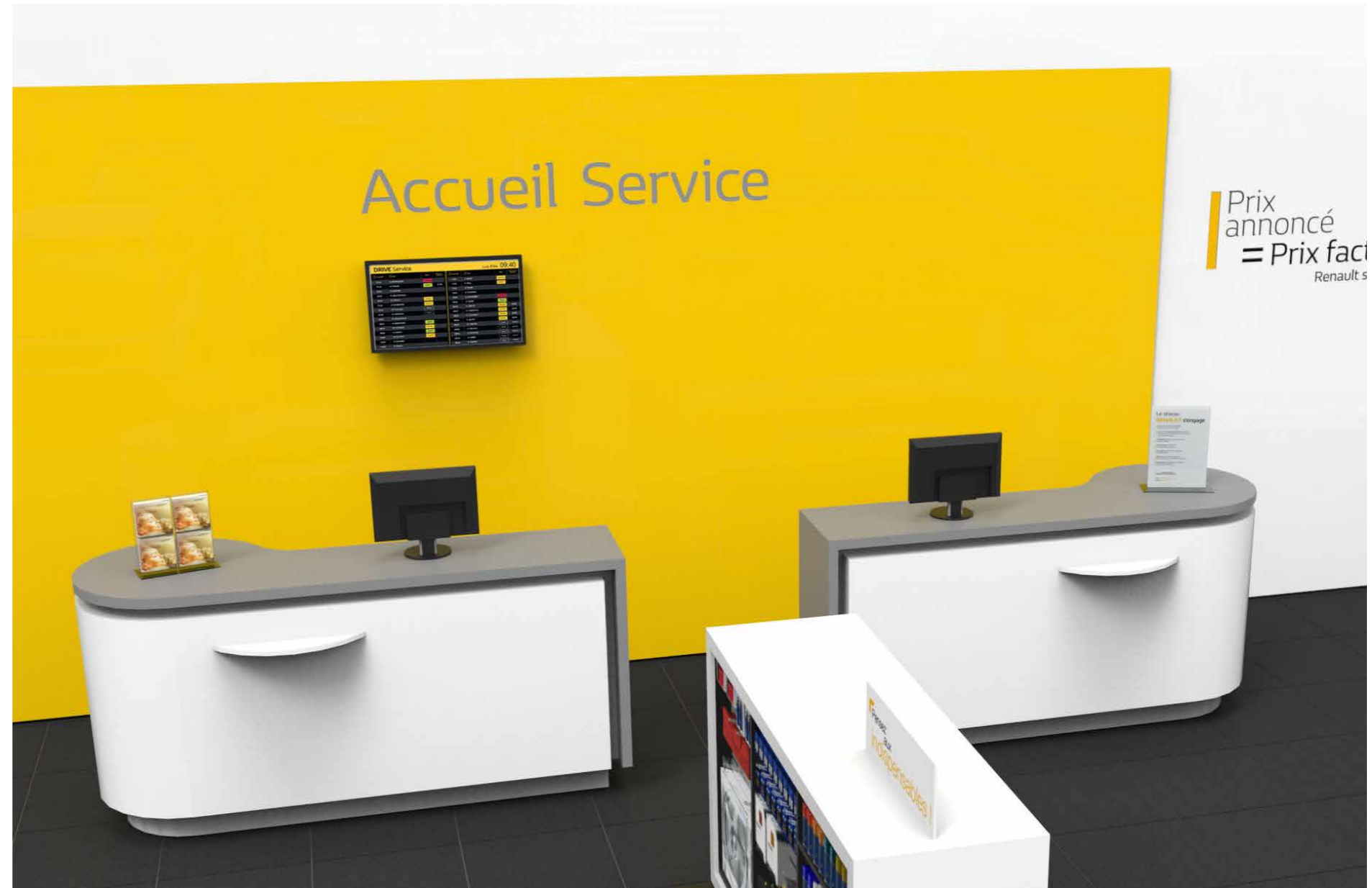
After-Sales Reception screen

The dynamic After-Sales Reception screen is used to broadcast the day's appointments as well as After-Sales communication films.

It is connected to its DMS for the appointments and to the dynamic content management system for the communication films.







The After-Sales POS must display customer appointments in real time.

- **These customer appointments are managed using a DMS (Dealer Management System).**
- **In order to manage the diversity of solutions, 2 solutions are possible:**
 - 1 screen that alternates display of appointments and communication (feasibility according to DMS editor and broadcast communication solution)
 - 2 screens (only if applicable): 1 screen for appointments and 1 for communication



Focus: broadcast solution via digital integrator

Screens with video programming

Screen / zone		Action	
		Renault (country)	Dealer & Renault (country)
	Welcome	●	●
	Brand wall	●	
	Brand bar	●	
	Configurator	●	
	Service Reception	●	
	Renault Sport	●	

Broadcasting solution in the national network

equipped to broadcast the monthly programming produced and coordinated at the level of the country subsidiary

		Action		
		Renault (country)	Dealer	Digital Integrator
Contents	Editorialization & programming Creation / adaptation	●		
Broadcasting solution	Content Management Tool (CMS): Upload, Schedule & Broadcasting Hosting			●
Hardware	Screens + players			●
Services	Installation on site Monitoring & fleet management Hotline, maintenance/ replacement			●
Pre-request	Internet / Wi-Fi		●	
	Availabilities video / interactive content	●		

Appendices (central solution)

Addressing system:

10.204.x.x /27

10.205.x.x /27

10.206.x.x /27

10.207.x.x /27

Mask = 255.255.255.224 soit /27

This mask allows 32 addresses per subnetwork.

Two reserved addresses: the subnetwork and broadcast (first and last address)

30 hosts per subnetwork:

First host: POS player (fixed IP address)

3rd to 26th host: iPad (IP address via DHCP)

27th to 29th host: optional additional WiFi access points (fixed IP address)

30th host: gateway

Examples :

Subnetwork: 10.204.2.192

TeamCo player: 10.204.2.193

AppleTV: 10.204.2.194

iPads (DHCP): 10.204.2.195 to 10.204.2.218

Optional WiFi access points: 10.204.2.219 to 10.204.2.221

Gateway: 10.204.2.222

Broadcast: 10.204.2.223