Making content updates easier with e-Signage S.
Flexible control of multiple displays means better service.

Clubhouse lobby

Restaurant

Customer

Seta Golf Course

- Otsu City, Shiga Prefecture
- Opened in 1967. Seta Golf Course is affiliated with Prince Hotels of the Seibu Group. It consists of 54 holes on three courses spreading over rolling hills with a view of Lake Biwa and Mount Hiei, comprising one of Japan's most picturesque landscapes. It serves as a venue for women's professional golf tournaments. The stylish clubhouse contains a full range of facilities, including a restaurant and post-competition party room.

Implemented product

Information display
PN-HY501 (50V-inch) × 15 units
PN-Y326A (32V-inch) × 12 units
Signage controller PN-ZP40 × 22 units

Digital signage software
e-Signage S Cloud Service
e-Sheet Signage
(made by Noritake Itron Corp.)

- Operation began in December 2022. A number of displays installed throughout the clubhouse are centrally controlled via the cloud.

This is what we realized.

Challenges before implementation

The signage system we had been using until the new one could only update content from a single administrative PC. We also had to ask a specialized vendor to handle video content distribution. These characteristics made it difficult for us to freely change and distribute display content and prevented us from responding to customers' requests on the spot.

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With the e-Signage S Cloud Service, we can update content from any PC.	e-Sheet Signage allows us to create signage for competition. It uses Spread Sheet, which make operation easy.	The system can flexibly accommodate sudden changes in competition name and showings of customer-shot videos, thereby enhancing customer satisfaction.

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Reasons for selection

Determination that Sharp's proposal as the best after an on-site study.
The simplicity of the content display/distribution software was also attractive.

We were looking at going with a single manufacturer for both the displays and the display/distribution system. We did some investigating and found that Sharp's products—as well as Sharp's maintenance support—were superior in terms of cost performance. Also, after conducting an on-site study, we appreciated the fact that Sharp could carefully respond to our on-the-spot requests and proposed the optimal equipment, housing, and system. Moreover, we found e-Signage S (the content display and distribution software) and e-Sheet Signage (which allows content to be created and edited using Spread Sheet) to be easy to operate, which was also attractive.

Effect after implementation

Any staff member can change the displays from any location, allowing flexible responses to customer requests.

We provide various forms of information and guidance to our customers through displays located throughout the clubhouse. The installation of the e-Signage S Cloud Service allows any staff member to change and distribute the content shown on the displays from any location. The previous system had many limitations; for example, updates could only be made from a single administrative PC, and we had to ask a specialized vendor to add video content. Now, we can flexibly respond to requests, such as to change the name of a competition at short notice or show a video prepared by the organizer of a private competition. This capability is helping us enhance our customers' satisfaction.

Future prospects

New PDF capability makes operation even easier.
Speedier response to customers' requests.

The system's ability to distribute large file sizes (up to 2 GB) and abundance of compatible file formats were already advantages. However, a recent upgrade now makes it possible to display PDF files, making the system even easier to use. We will take advantage of the system's features allowing anyone to make updates from any location to establish a setup whereby our staff can respond more speedily to customers' requests.

Background of implementation

The equipment and system were provided by separate companies, making coordinated maintenance a challenge. There was little flexibility in terms of updating content.

Our previous digital signage was provided by separate companies, one providing the display units and another the display/distribution system. This situation made it a challenge to get coordinated maintenance and support when making repairs for a problem, for example. The old setup also provided little flexibility in terms of content updating and other operational aspects. This factor, plus the advancing age of the equipment, prompted us to consider replacing it and the display/distribution system.

The display in front of the party room can immediately handle sudden changes.

Displays installed in a waterproof housing (display shield) in front of the semi-outdoor caddy master room

Displays suspended above the Start Counter are also protected against wind and rain-caused malfunctions by a waterproof housing.

Smooth display updates and scheduling with e-Signage S

e-Sheet Signage uses Excel macro files for easy operation.