

Brazil's Old-Time Watering Holes Botequins Go Digital

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Ya Mogu, a Brazilian based digital signage company has started a bar network based on international models and technology, but adapted to the local tropical spices.

What the firm calls "a new and innovative visual communication proposition" started to operate in the Rio de Janeiro select botequim (a Carioca - from Rio - term for a typical type of bar) segment.

The system was initially installed at the Conversa Fiada Botequim bar chain. Ya Mogu centrally manages Plasma screens and digital projectors in the six bars of the chain, four of which located in the wealthiest area of Rio de Janeiro (Ipanema, Leblon, Jardim Botânico and Barra da Tijuca) and two other in resorts less than 2 hours drive (Angra dos Reis and Itaipava).

Ya Mogu develops content specifically for the audience profile, which is typically above 30 years of age and in the top economical tier of Rio de Janeiro. Its average monthly reach is of about 60,000 customers. The editorial line is currently composed of:

- Bar original content (events, promotions, local messages)
- Outside ads (custom made for the screens)
- Generic content (animations, sports, art)
- News (real-time feed from local JB Online, part of local communication group Jornal do Brasil).
- Interactive content (quiz, event photos)
- TV programming (Brazilians can't live without their weekly football)
- Musical clips: through a partnership with EMI, some of the bars are equipped to receive audio, and musical clips are inserted in the loop. At other times, the system controls ambient sound.
- Specific content for employees during non-commercial hours.

"The tenacity and creativeness of Ya Mogu has created a new opportunity for digital signage applications in the Brazilian marketplace," says Viola Roseby, USA South and Latin America Channel Manager for Scala, an American-based provider of software for digital signage software, who is behind Ya Mogu's work.

"The interest generated from the Conversa Fiada Botequim bar chain from others in the marketplace has provided Ya Mogu with an opportunity to capture significant market share segment and take a leading position in the Brazilian digital signage market", says Yuri Berezovoy, Principal at Ya Mogu.

Several new features are being tested. The success of the system has brought calls from other Brazilian bar chains and Ya Mogu is already negotiating its expansion.

Scala's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKee Foods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World.

Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more.

Scala pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, Norway, The Netherlands, China and Japan.