Case Study:
Interactive Retail Applications

Application Story

Digital Multimedia Displays to Promote Rijksmuseum Art to Metro Passengers

In April 2013, Amsterdam’s historic Rijksmuseum opened its doors after years of renovation. The museum soon tallied a record number of visitors. Its major sponsor, Netherlands-based telecommunications company KPN International, endorsed a campaign to integrate digital signage in public spaces that would make art more accessible for everyone and at the same time create brand awareness and promotion for KPN as the main sponsor of the museum.

For seven days in April 2014, celebrating the successful one-year anniversary of the museum’s re-opening, KPN positioned digitally rendered masterpiece paintings from Rijksmuseum’s famous collection on 86 displays in 16 metro stations throughout Amsterdam and Rotterdam. This brought the famous pieces of art to life via high-resolution digital visualization as a KPN-branded digital art gallery. Passers-by could even position themselves in portrait paintings via selfies taken from interactive displays with integrated Kinect cameras, and then upload and share the images as their own masterpieces on Facebook.

KPN worked with CS Digital Media, a Dutch company that provides advertisers with digital out-of-home solutions, to develop and deliver the interactive displays. CS Digital Media, in turn, selected AOPEN Digital Engine DE6100 media players with quad-core AMD Embedded R-Series APUs to power the displays. The multidiplay capabilities of the AMD R-Series APUs helped to ensure smooth operation and high-performance graphics processing for Rijksmuseum’s digital media installations.

Getting the Right Technology

CS Digital Media needed a solution that could handle a graphically intensive application and could interact with a camera, respond to human interaction, and connect to Facebook. They chose AOPEN’s Digital Engine DE6100 players because it offered the best computing power and reliability, and because its price, quality, and small form factor enabled easy deployment.

AOPEN Digital Media Players Based on AMD Embedded R-Series APUs Bring Art to Life

CUSTOMER:
KPN

INDUSTRY:
Digital Signage

CHALLENGES:
This interactive digital signage application required high-performance, high-definition multimedia rendering in a small footprint, delivered in a cost-efficient manner.

SOLUTION:
AMD Embedded R-Series APUs enabled high-definition video displays and the performance, features, and cost-efficiency CS Digital Media and AOPEN needed to deliver the stunning visual experiences that telecommunications company KPN wanted in order to ensure increased visitor traffic to the Rijksmuseum.

RESULTS:
Digitally rendered masterpieces from world-famous painters, part of the Rijksmuseum Amsterdam collection, came to life via high-performance digital displays. Watch the video.

AMD TECHNOLOGY AT A GLANCE:
AMD Embedded R-Series APU
Case Study: AMD Embedded R-Series APUs Bring Art to Life

The onboard quad-core AMD Embedded R-Series APU is well-equipped to power the embedded application, supporting high-performance integrated graphics processing and multidisplay capabilities in a compact, low-power solution. With average power below 13 watts¹ and discrete-class AMD Radeon™ HD 7000G Series graphics integrated on-chip, a discrete graphics card was not required.

The third-generation Unified Video Decoder in the AMD R-Series APU enables the delivery of crisp and clear video.

AMD Embedded R-Series APUs help enable a wide range of compute-intensive applications that are low power and fit into small form factors, easily supporting hardware such as AOPEN’s compact Digital Engine DE6100 media player.

A SUCCESSFUL CAMPAIGN

The underlying technologies from AOPEN and AMD helped ensure that the KPN-Rijksmuseum campaign was a huge success. All of the installation’s displays operated smoothly, well within the specified service level agreement (SLA).

Metro passengers enjoyed the campaign as well. During the seven days that the displays were positioned in stations, 1,354,445 impressions were served and 28,513 people stopped to pose in front of the interactive displays, creating 5,740 #Rijksselfies and uploading 1,497 #Rijksselfies to the KPN Facebook page.

And thanks to advanced digital media technologies from AMD and AOPEN, for the first time in history, Vermeer’s “Milkmaid” actually poured milk and Rembrandts’ “The Night Watch” literally sprang to action.

ABOUT CS Digital Media

CS Digital Media specializes in digital media out of home applications. Via relevant content and contexts for consumers and brands, CS Digital Media provides marketers with an effective reach for their advertising campaigns through its networks. Screens and networks are integral parts of public transport, retail, sports and leisure clubs, hospitality, schools and universities, health centers, and more. CS Digital Media supplies a broad variety of (interactive) products and services in digital out of home marketing and growing interaction with smartphones and tablets.

ABOUT AOPEN

AOPEN specializes in small form factor computing and touch display technology for digital signage, kiosks, and POS. As a leading manufacturer of digital signage hardware solutions worldwide, AOPEN continues to expand its products and services in other vertical markets such as retail, transportation, automation, hospitality, and medical. AOPEN offers a durable product platform for reliable, green, and powerful computing, offering AV and electronic system integrators a solid solution for any scenario.

ABOUT AMD

AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles, embedded applications, and cloud servers that define the new era of surround computing. Embedded solutions from AMD give designers ample flexibility to design intelligent, interactive, and immersive experiences with the flexibility to design scalable, low-cost, and energy-conservative systems. For more information, visit www.amd.com/embedded.