

BBVA BANCOMER MEXICO SELECTS KANEXPRO & KOLO FOR DIGITAL SIGNAGE

KanexPro® & Kolo® first massive integration in one of the biggest banks in Mexico and Latin America, BBVA.



BBVA is one of the largest private financial institutions around the world serving millions of customers. Grupo Financiero BBVA Bancomer has a significant presence in Mexico that offers a wide variety of financial products and services.

"The KanexPro line-up of extenders helped us create a universal SKU which could be used in any situation, making it easier to maintain and service for the branches. We are overall very satisfied with KanexPro products."

PABLO GUETERIZ
Infrastructure Manager, BBVA

Kolo® is a leader in the integration of digital systems based in Mexico City. Partnering up with KanexPro to offer signal management and extension solutions, Kolo was selected as premium integrator for BBVA Bancomer with almost 2,000 branches, 7 corporate buildings and 5,000 screens nationwide. KanexPro HDBaseT™ Distribution amplifiers and extenders were used in all areas of install as one of the key components of the digital signage architecture.



THE CHALLENGE

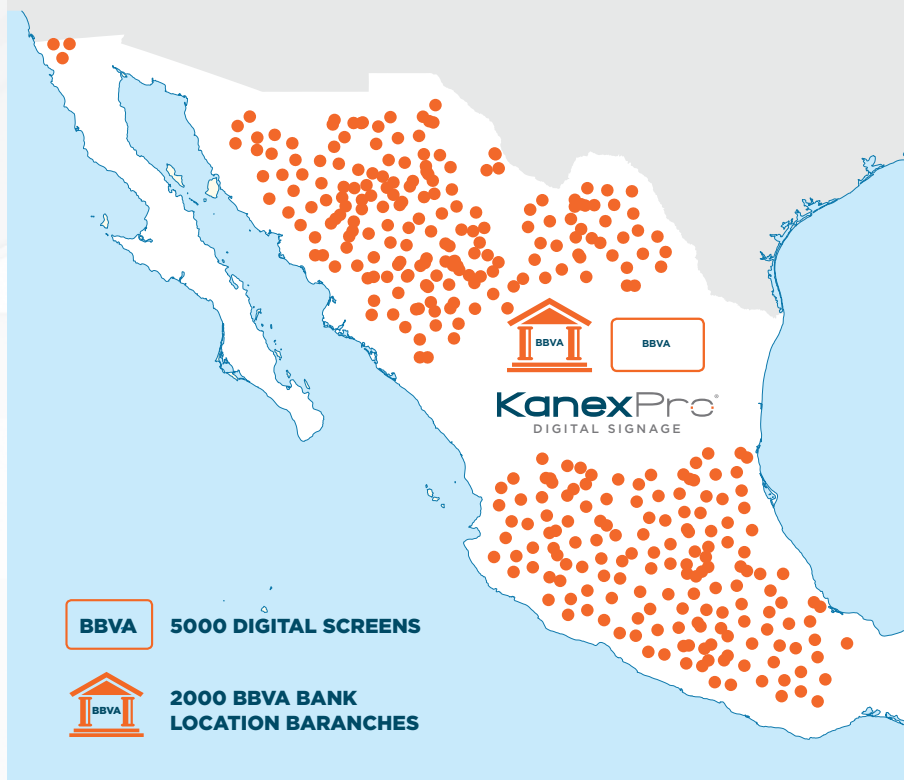
BBVA Bancomer had suffered to integrate a reliable Digital Signage infrastructure which was long due. BBVA needed a reliable, affordable and interactive digital signage solution for their banking system in Mexico City. The need was to integrate over **5,000 digital screens** in Mexico in **2,000 branches** of their bank locations and **7 corporate buildings**. Controlling all these displays was a key driver on this project using **Deneva*** software which would constantly communicate with the computer and pass along the serial meta data protocol from the display device to end computers running inside these branches and corporate locations.

THE SOLUTION

The solution proposed by Kolo DS integrated was the KanexPro **SP-HDBT1X4** - a professional HDBaseT™ Distribution amplifier with one HDMI input and four HDBaseT outputs and a local HDMI output for daisy chaining or local monitor support, the DA is powered over Ethernet (PoE) extending uncompressed HDMI signals up to 4K/30Hz over a single CAT6 cable up to 230ft. (70m) to the receiver **HDBASE70POER** and equipped to run with Deneva software. **HDBASE100ME** and **EXT-HDBTKVM100** - Point-to-point 100 meter HDMI & USB 2.0 extender over HDBaseT

THE IMPACT

As a result of the integration, client has a complete and competitive system of control and monitoring of the media exposure of all Internal and consumer communication throughout the nation.



*Deneva is the Digital Signage software platform developed by ICON MULTIMEDIA from Spain, acknowledged as one of the most robust, efficient and user-friendly solutions within the European DS market.

Deneva has been deployed in so many diverse large-scale projects along the last 20 years, in different verticals, mainly focusing its efforts in a huge expertise in Banking Retail, Transportation, and QSR environments, offering a real multi-tenant, multi-user, omnichannel experience.

ICON Multimedia has fully-supported the KanexPro solutions in DENEVA for this specific project and the incoming ones, integrating, in a natural way, their equipment inside the DENEVA advanced scheduling, monitoring and reporting system.

"The outstanding versatility of KanexPro solutions, and its advanced SDK has allowed BBVA Bancomer, with DENEVA, supervise and control the full infrastructure, finally including a so sensitive and critic element such as extenders. In this way, KanexPro has become a reference company in the sector. Great job, guys!"

RAFAEL HORNOS
CTO of ICON Multimedia



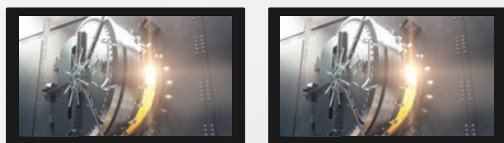
Broadcaster
MPN: SP-HDBTIX4



Receiver
MPN: HDBASE70POER

KanexPro 1X4 distribution amplifiers was an ideal solution for the application below proving signal extension over cost-effective CATx up to 230ft and delivering 4K UHD, audio, control and power over Ethernet. For control having an approved serial communication protocol allows the possibility of replacing some damaged equipment with another from the bank, regardless of whether it is a different model, the platform will not be affected and no time will be invested changing communication parameters, allowing a more efficient management of the control and monitoring system.

BRANCH TV'S



SP-HDBTIX4



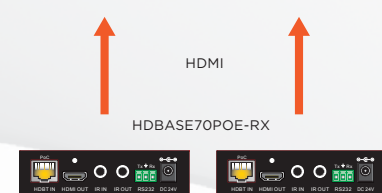
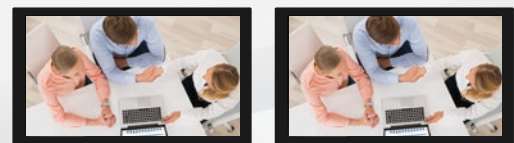
Player HP MP9

DP TO HDMI



SOFTWARE CONTROL
THROUGH DENEVA

CORPORATE OFFICE DESKS



UTP



SP-HDBTIX4

PRODUCTS USED:

- 1) SP-HDBTIX4 - 1x4 DA over HDBaseT™
- 2) HDBASE70POER - HDBaseT receivers for each display
- 3) HP Media player MP9
- 4) HDMI & Category 6a cables (shielded)
- 5) Flat screen displays

