Written by Roger Douglas
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Global AV integrator AVMI provides Selfridges with a way to share their digital content internally efficiently and effectively across the retailer's nationwide offices.

AVMI deployed a high-impact indoor LED wall at the London Team Tunnel--and a network of more than 30 **Samsung Smart Signage Platform** displays at Selfridges office and retail locations in Manchester, Birmingham, Leicester and London.

Embed Signage digital signage software delivers real-time updates to the displays-- a digital signage solution that Selfridges appreciates for significant benefits-- both operationally and financially.

AVMI worked closely with Selfridges' IT and Internal Communications (IC) teams who opted for cloud-based Embed Signage to publish content to a range of different devices from any location with an internet connection. The software also provides Selfridges with a status overview of their network of signage displays, helping them to identify when content was received by each device, if they are currently playing content and if a screen has been turned off /disconnected unexpectedly.

AVMI Gives Selfridges Digital Signage