

## Key Performance Indicators (KPIs) with the usage of flow charts.



KARELIA Tobacco Company Inc relies on Panel TV's expertise for the continuous & reliable presentation of the production machines/facility's performance.



### The client

KARELIA S.A. is the largest cigarette manufacturer and exporter in Greece, and one of the fastest growing independently owned cigarette companies in the world. It exports to more than 65 countries around the world with a sales network covering 45.000 points of sales. First established in 1888 in Kalamata, Greece, nowadays it is established in a premise of 80.000 square meters which hosts the corporate headquarters along with the manufacturing facility.

### The scope of the project

The manufacturing facility contains various cigarette making machines. Each machine produces a different type of cigarettes and tobacco. The Scope of the project was to install two Digital Signage monitors on each cigarette manufacturing machine that would display the production performance of each manufacturing machine. With systematic data updates the workers would get informed about the production performance of each machine and the average performance of the manufacturing facility.

### Panel TV approach

After taking in consideration all the requirements and the needs that were presented by the KARELIA S.A., Panel TV concluded on the construction of a centrally manageable Server based Digital Signage Network.

A Digital Signage Server was placed in the central office of the manufacturing facility and one Digital Signage Player was installed on each cigarette manufacturing machine.

Due to the conditions (heat and dust) of the manufacturing facility, Panel TV chose to use fanless Players in order to be resilient to any environmental conditions.



## Case Study # Karelias S.A.

– In collaboration with the creative department of KARELIAS S.A. a graphical layout was created which was presenting the production performance of each manufacturing machine.

Along with a Data Collection and Distribution software, the monitors were displaying either the performance of an individual cigarette manufacturing machine or the average performance of the manufacturing facility.

– The workers are constantly informed about the production performance either of each individual cigarette manufacturing machine, or the whole facility (per shift, per month etc).

– The administrator of the Digital Signage Network can send messages to the users of each manufacturing machine.

– The Data Collection and Distribution is done automatically without the need of any extra knowledge or effort from the administrator/user.

– The "show" can be bypassed for emergency messages/alerts.

– Ad-Hoc users were created with limited rights that can change only specific parts of the "show"

The Digital Signage Network is managed centrally.



### The Benefits

The workers can now be fully and constantly informed about the production performance of each cigarette manufacturing machine or the average production performance of the manufacturing facility along with announcements from the administrator. The update of the Digital Signage Network is done automatically without the need of any extra knowledge or effort from the administrator/user.

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### About Panel TV

Panel TV excels in developing, supplying, supporting and operating Dynamic Digital Media communication, Interactivity and Digital Signage solutions. The Panel TV team stands out with a 15 years proven experience in digital visualization, dynamic media design, deployment and media systems operation, in-house content creation and programming.

Panel TV is a one-stop DOOH supplier of equipment, services and turn-key projects in its field. Its long standing partnerships with key equipment manufacturers and boutique platform providers, secure the provision of advancing technology features for effective digital communication at a low total cost of operation.

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