

NEC Creates VUKUNET Digital Signage Platform

Written by Bob Snyder
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NEC (yes, the display manufacturer) announces a universal advertising platform for digital signage called VUKUNET.

VUKUNET provides a centralized, automated platform designed to connect and distribute ads to digital out-of-home (DOOH) networks.

VUKUNET helps digital signage network owners generate income by making it easier to connect all screens that have time/space available on their networks to advertise. Ideal candidates are networks that have locations with heavy foot traffic, substantial dwell time, strategic monitor placement, numerous locations in key demographic areas, and that are able to run a variety of ads from different advertisers (as opposed to one brand). Some examples of these places are retail stores, hotels, airports, bus and train terminals, universities, hospitals, convention centers, stadiums, museums and restaurants.

So how does this work? Formerly, advertisers and ad agencies had to contact hundreds of different network owners to determine rates and availability. Now, the ADVUKU ad-serving platform, VUKUNET's companion for ad agencies and advertisers, consolidates everything to search for the best networks in any location. Additionally, proof-of-performance automated technology will allow networks to receive a consolidated payment on a monthly basis for the advertising.

The VUKUNET platform is also agnostic. It can run on any manufacturer's display, and works with networks using any CMS (content management system). It consists of the VUKUNET Ad Manager, which enables networks to run ads on their screens, and an optional Vukunet CMS, which is a fully-equipped SaaS (Software-as-a-Service) CMS that's free to VUKUNET Ad Manager participants as well as all NEC Display hardware customers.

Why should you, the integrator, care? Simple -- this is a chance for you to make recurring revenue, via advertising. In the VUKUNET business model, not only the location owners get a percent of the advertising revenue (which will yes, pay for the hardware eventually), but also so do the integrators! And you don't have to sell the advertising - the ad agencies will do that. You just have to sell the DS system.

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If you have previously sold DS systems, and the owners either aren't doing advertising, or are struggling with it, this can also be added to their system so both they, and you, will gain recurring revenue.

Read Gary's column on VUKUNET and why he thinks this is a service offering ProAV dealers need to jump on.

Go [Gary's column on Vukunet](#)

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