



## BT

### OVERVIEW

BT is one of the world's leading communications services companies, serving the needs of customers in the UK and in 180 countries worldwide.

BT UK operate partner sales offices outside of the main corporate BT offices. BT were looking for a way to engage with these offices remotely and used **embed** to create a digital signage communication channel known internally as 'Spotlight TV'.

Since launch, BT have deployed over 80 end points into partner sites and distribute targetted content using both device and

media tags as well as nationwide content with campaign specific conditional play rules.

In offices where there are multiple screens, BT use the channel sync feature to synchronise content.

***“Spotlight TV has developed into a must have method of engagement... We’ve had a great experience using embed and absolutely recommend it”***

Lloyd Devy, BTLB Channel Marketing, BT

### QUICK FACTS

**Period:**  
2017 - ongoing

**Location:**  
UK

**Industry:**  
Corporate

**Platforms:**  
Samsung SSP Tizen

**Key embed features:**  
Device Controller  
Schedules  
Conditional Play  
Channel Sync  
Tagging

### ABOUT EMBED

Embed Signage (**embed**) is digital signage software beyond the realms of standard. It's packed with incredible scheduling, a beautiful visual builder, custom user roles, content apps/widgets, plugins, analytics and so much more. It is compatible with a wide range of device platforms including BrightSign, Samsung Smart Signage Platform, LG WebOS for Signage, ChromeOS, Windows, ONELAN, macOS, iOS and Android.

**embed** is sold through a global network of resellers to thousands of users worldwide, delivering digital signage projects across multiple industries.

For more information about using or reselling **embed** visit: [embedsignage.com](http://embedsignage.com)