

Client



DSA MEDIA CONTROLLER For Owens Corning

DSA enhances how clients manage and display content across their exhibition and retail environments. Using an award-winning platform was the ideal choice – ranked #1 Easiest to Use in SoftwareReviews.com's Digital Signage category for 2024. Its intuitive interface empowers users to create, schedule, and manage digital content anytime, anywhere.

For DSA's client Owens Corning (OC) at JEC, the goal was to simplify how dynamic content is delivered during exhibitions – ensuring updates could happen instantly and remotely, without technical delays or heavy manual intervention. The vision was to introduce a seamless system that combined flexibility, efficiency, and visual impact, while reducing waste from traditional printed materials. This partnership would allow DSA to extend its sustainable, technology-led design ethos beyond stand construction – giving clients full control of their digital presence through one connected platform.



DSA Solution

DSA launched the DSA Media Controller, a fully managed digital signage system designed for flexibility and ease of use. The platform enables clients to log in via a secure portal and update content 24/7, offering instant visibility across all screens on site – whether at exhibitions, showrooms, or corporate environments.

The system runs seamlessly across multiple hardware options, allowing DSA to recommend the most suitable player for each project's needs. As an authorised partner, DSA oversees the sourcing and setup of the devices, ensuring every client receives a turnkey solution that works straight out of the box.

By using a proven cloud-based platform – already powering over 120,000 screens in 135 countries – DSA clients gain access to advanced scheduling tools, real-time content control, and enterprise-grade reliability. The platform's simplicity means fewer support calls, faster deployment, and smoother on-site operations. With extensive documentation, video tutorials, and dedicated partner support, clients benefit from both usability and confidence in their digital signage investment.



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Result

The partnership has transformed how DSA clients, such as Owens Corning, communicate at events. Through the DSA Media Controller, teams can now instantly refresh messaging, update visuals, and manage campaigns remotely – ensuring every screen reflects the most relevant and impactful content. The ability to control multiple displays in real time has streamlined event operations, eliminated printing waste, and created a more sustainable, dynamic brand experience.

Clients have praised the system's simplicity and reliability, highlighting how intuitive design has reduced setup time and improved engagement across events. For DSA, this reinforces its position as an innovation-led partner – one that doesn't just design physical environments but also empowers brands to take control of their digital storytelling.

The DSA Media Controller is now available as part of DSA's modular exhibition and event offering, bringing together sustainability, flexibility, and cutting-edge digital technology – helping brands communicate smarter, faster, and more effectively.



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