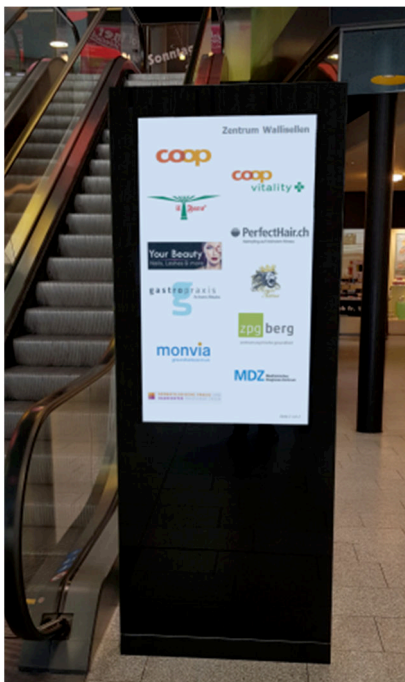
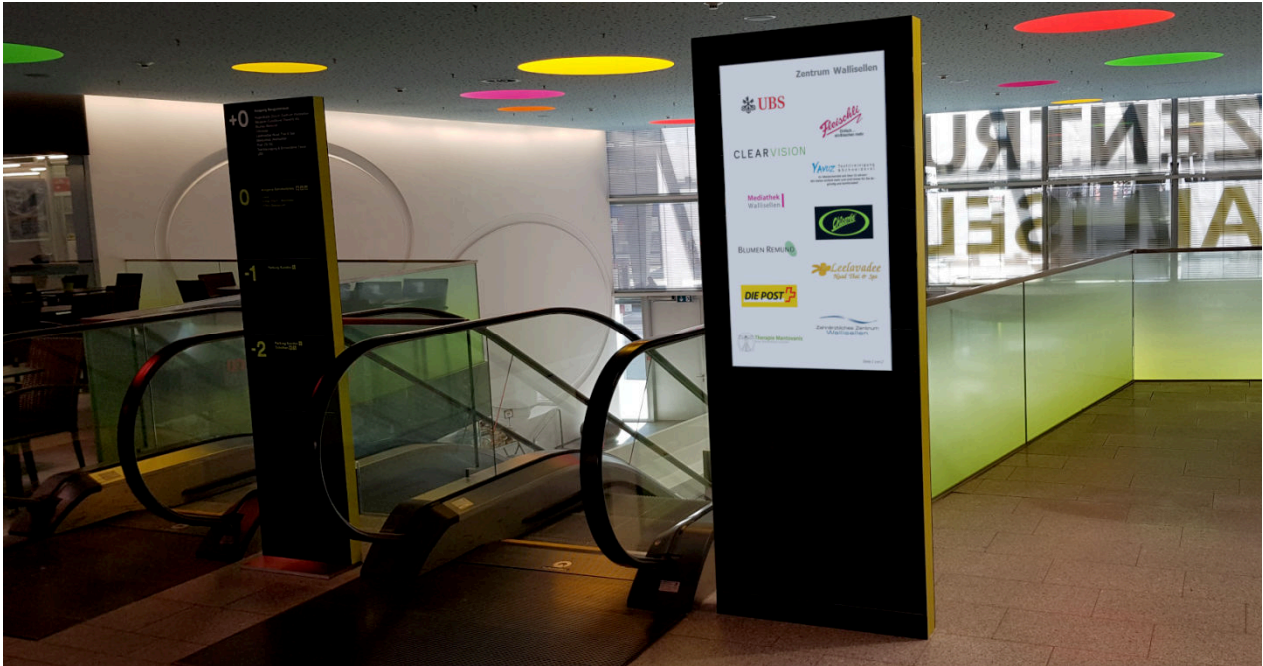


«State of the Art» Digital Signage in a Shopping Mall

multitech
digital signage solutions

Initial Position

A shopping mall with about 25 shops set itself the goal of removing the various billboards and folding stands in the publicly accessible areas and in return offering shop owners a modern platform for advertising and information. In addition, the individual companies were to be listed with their logo at several positions within the center.



Requirements

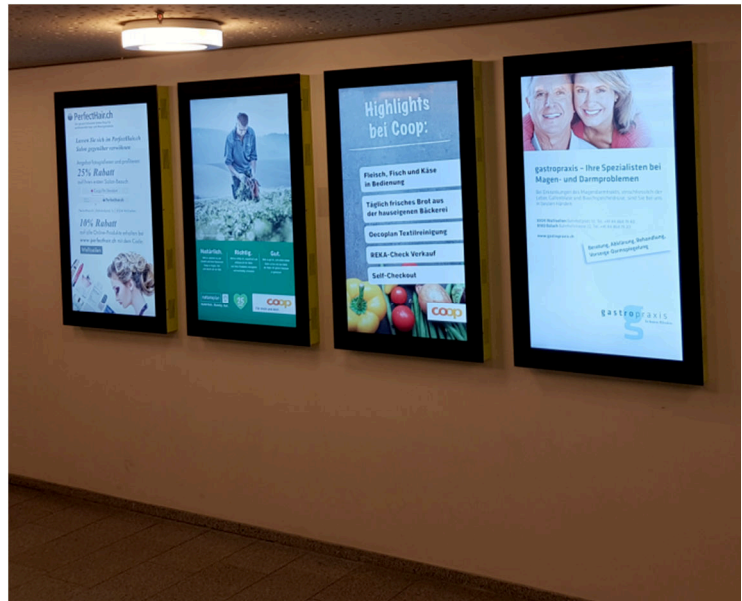
The owner of the shopping center decided that these needs should be met with flat screens.

The specifications included the following features:

- Every shop owner can place digital advertising messages (contents) at the most frequented locations.
- It must be possible to display contents like films, images and texts.
- The marketing staff of each shop should be able to produce these contents independently and with simple means.
- Ownership should not be charged for changing the individual contents.
- The shops should be listed at the entrances and the management should have the possibility to publish their own information

- The design of the screens should correspond to the color and design specifications in the center.
- The materials used should be designed for a long life and the screens should be protected against theft.
- The displays should be adapted to the lighting conditions.
- The running costs for ownership should be kept to a minimum. A server on site is to be dispensed with.
- Poster spots and folding stands will be removed.

The center will provide power and network connections as well as Internet access.

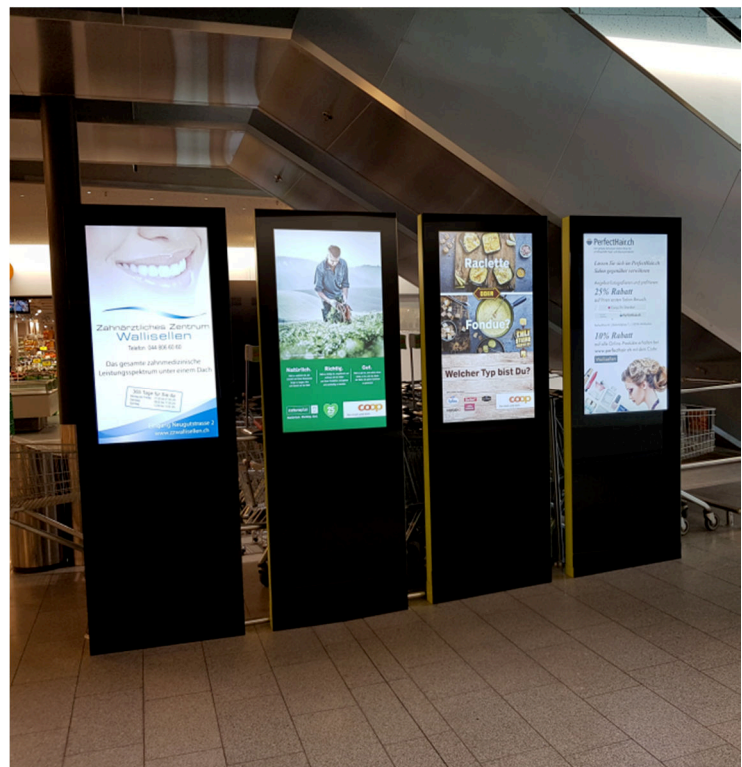


Solution

multitech created a concept with all important parameters. This was checked and approved by the management and ownership.

The system consists of 9 columns and 10 wall housings. Each location has a 49" screen and a compact, integrated computer for storing and reproducing the contents. All systems are protected against damage with hardened safety glass and a steel housing. The screens themselves are protected against theft by a lockable device.

The individual systems communicate with the management software via a cloud. A PC on site is not necessary. The contents of the shops are played one after the other.



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