



Staying ahead of the competition

The retail market is extremely competitive and making sure your store or shopping centre stands out from the crowd is a continual challenge. LED screens are an extremely versatile medium that will allow you to visually enhance your premises or brand, as well as increasing general footfall.

LED screens can be used to display a huge variety of things. They can inform your customers about special promotions or holiday offers, they can direct them to high profit margin items within the store, or display highly targeted advertising at specific times of the day.

A recent study from the *Intel Corporation has shown that an LED screen, particularly one which displays moving images, will capture over four times as many views as a static display. And, because the content can be changed quickly and easily, LED screens provide endless creative possibilities. So even though the initial financial outlay may seem significant, their high view rates can ensure a versatile solution that offers a quick return on investment.

*Intel Corporation, "A Report on a Field Trial of Anonymous Video Analytics(AVA) in Digital Signage"

Project Profile

Location: MOKO, Hong Kong
 Pixel Pitch: 4mm
 Screen Size: Double-sided Screen, each measuring 3.36m(11.02') width x 7.68m(25.2') height

Strategic alliances for trouble free solutions

LED screens can create rich, engaging experiences for the retail environment, offering real value and creating lasting dialogue between you, your retailers and your customers throughout their shopping day.

Through strategic alliance with other companies, such as international signage solutions company, Mass+ Roos Group and LPFLEX, Lighthouse is able to blend the latest LED screens with project management expertise and content delivery technologies, as well as localised support, allowing its customers to look beyond the billboard advertising model and create their own bespoke shopping centre channel.



About LPFLEX International
 (www.lpflex.ae)

LPFLEX is one of the Maas + Roos Group's international brands, offering innovative LED products and sophisticated technical solutions. The range includes LPFLEX Signage; LPFLEX Digital Signage; and LPFLEX Specials.

LPFLEX is a full-service supplier of a broad range of signage solutions, including solid acrylic signage with embedded LEDs, high quality channel letters, lightboxes, wayfinding signage, pylons, unipole signs, as well as digital signage solutions such as single display screens, video walls and large format LED screens.



About Maas + Roos
 (www.maasroos.com)

Established 1923, Maas + Roos is a German sign maker and LED specialist based in the heart of Bavaria. With a total of 400 employees to date, the company is one of the largest employers in the small town of Hilpoltstein.

TÜV ISO 9001 certified and with quality and service at the top of the agenda, Maas + Roos provides high quality solutions for everything from traditional signs to high-end LED products. A long sign making experience and lots of collected know-how guarantees high standards in a production environment where traditional sign making and modern fabrication ways meet. Including the recently opened, brand new, manufacturing facility, a total of 20.000 sqm production space is at its disposal, which is put to good use for bigger series and roll-outs. Maas + Roos has an extensive network of partners in over 10 countries worldwide.

For further details of Lighthouse products , please visit our website www.lighthouse-tech.com or contact your nearest Lighthouse office.

Hong Kong (Headquarters)
 T: +852 2192 1688 E: info@lighthouse-tech.com

China
 T: + 86 752 8468 288 E: infochina@lighthouse-tech.com

Europe
 E: infoeurope@lighthouse-tech.com

N. & S. America
 E: infous@lighthouse-tech.com

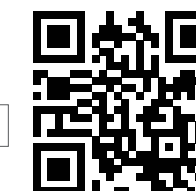
Japan
 E: infojapan@lighthouse-tech.com

Indonesia
 E: infoindo@lighthouse-tech.com

Korea
 E: infokorea@lighthouse-tech.com



<http://www.lighthouse-tech.com>



IN·VIEW

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Making Retail Remarkable

Content is king, but don't forget technology

The content shown on your screen is extremely important, but the technology you choose is equally so and there are several things you should consider ensuring you get the very best out of your investment.

According to Digital Signage Today magazine, there are several 'must haves' in digital signage technology for 2017 that will make sure the system you have installed will deliver operationally on your KPIs.

" The first of these is that your screen must include the technologies that will deliver long-term, consistent service across your networks, i.e. content needs to be easily updatable and you need to be able to access big data to see how effectively that content is working.

You will also need remote diagnostics to be able to monitor how your screen is working and, if it is an outdoor screen, the brightness will need to be adjusted throughout the day to cope with the prevailing ambient light levels. The next important point is the quality of the screen. It may be tempting to look at cheap options to keep costs down, but installing these rather than commercial grade screens will almost certainly have higher cost implications further down the line, and having unreliable equipment in-store can have an adverse effect on brand image.

The type of screen installed is equally important. LED screens can be used indoors or outdoors, and they can be configured to fit almost any space, but there are different types of LED and it is vital to choose the one that will work best for your application. The use of SMD (surface mount device) technology in an LED screen delivers many benefits, including better contrast and colour reproduction – extremely important when reproducing a brand's image correctly – as well as better viewing angles and distances, all of which help capture people's attention.

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Digital Signage Today

Mall of Emirates

The Mall of Emirates has two screens installed in the main shopping mall and two screens in the main car park entrance. All screens have a pixel pitch of 2.5mm, so that they can be viewed at very close distance.



Also in the Mall of Emirates, Adidas's retail outlet has a 6 x 4 panel 4mm screen which has been customised to exactly fit 8.06m(26.44') X 4.99m(16.37').

Optimum Shopping Centre

The Optimum shopping centre in Turkey has a Lighthouse 12mm pixel pitch screen installed 17.6m(57.74') x 23.62m(77.49'). The screen has a waterproof rating and can go to a brightness of 6,000 nits, so it's perfect for its outside location. It has also been designed in a curve to fit the contours of the front of the building.

