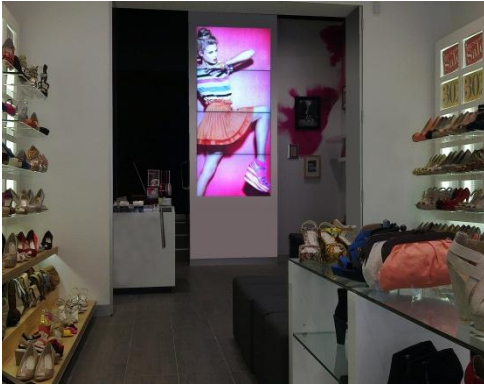


## Innovative Retail Spaces

While many retailers seem to be beset with issues related to online shopping, many others are developing an innovative approach to their bricks and mortar outlets.



Among these is Australian Footwear retailer, The Betts Group who have recently commenced the rollout of a series of multi-panel LCD video screens.

"Digital signage is adding the WOW factor to our stores," says Robert Nagle, Design and Construction Manager, Betts Group. "And improvements in both technology and the upfront cost of digital signage has put this option within reach."

### ***"Digital signage is adding the WOW factor to our stores"***

It would seem that digital signage is becoming the hallmark of an innovative retailer. You only have to visit Sydney's CBD shopping district to see the many high end brands incorporating LED signage into their store designs. For example, upmarket UK brand, Burberry's new store in George Street incorporates two large video walls.

"Digital displays are more than just signs," says Richard Soussa, CEO of LED Signs Pty Ltd. "They can be part of a wider communication strategy that allows the retailer to talk directly to its target market while they are in the right place and in the right frame of mind."

For example, the Burberry screens not only give the store a state of the art look they are capable of broadcasting content streamed directly from its UK head office.

"Our multi-panel LCD displays are bringing our fashion imagery to life in the best possible way," says Gino Premici, Marketing Manager, Betts Group. "And more importantly it is allowing us to react quickly to our messaging requirements. In fact we were recently able to display images taken only 8 hours earlier at a fashion shoot at our Chapel Street store opening."

"Digital signage gives retailers a flexibility that static displays do not," says Mr Soussa. "It allows them to do more than hope that a single message suits everyone. For example, if a retailer has a promotion that is aimed at a certain consumer group who traditionally shop at a particular time of day, digital signage allows them to schedule appropriate content at the appropriate time of day."

### ***"... gives retailers a flexibility that static displays do not."***

But the proof is in shopper reaction and Mr Premici states that Betts' customers have responded well to the new signage. "In fact our staff are telling us that customers are being drawn into the stores by the displays and in many cases are asking specifically for the products featured."

Just Jeans is also using the power of digital signage to draw shoppers in. The installation of a large, ceiling suspended, full colour LED screen at their Chadstone store in Melbourne, that includes a live DVD interface to display Just Jeans multi-media content, is an eye catching and dynamic addition to the store.

But digital signage does not need to be complicated. The content on a single line

scrolling LED sign as well as a large LED or LCD video wall can be simply managed via a PC. Content can be scheduled or changes made quickly and easily by anyone who is familiar with a Windows operating system.

### ***"Content can be scheduled and changes made quickly" ...***

"Retail bricks and mortar can only benefit from the addition of digital signage," adds Mr Soussa. "It's flexibility in terms of size and configuration, the ease with which content can be managed and its ability to draw the attention of consumers means that digital signage can convert an ordinary store to an innovative retail space."



## Installation News

### Gold Coast Blaze Perimeter Signage

The Gold Coast Blaze's new LED perimeter signage is not a large fixed sign, but a portable rental that not only allows the Blaze to cost effectively use this eye catching advertising medium at all its home games, but gives them the flexibility to relocate or store the display due to its specially designed lightweight cabinet.

At 16640mm x 800mm, the 10mm pitch display has new "black" face LEDs resulting in extremely high contrast. This, coupled with greater than 2000 nit brightness means that the display has excellent clarity and catches the attention of the audience.

These high quality perimeter signs are only available for rental from LED-Signs and come in a variety of size configurations from 2 metres to over 16 metres.



### **DID YOU KNOW?**

An LED screen is made up of hundreds of tiny LEDs operated by a control system. On a standard scrolling sign the LEDs are turned on and off in sequence giving the appearance of movement. On a full colour screen the LEDs are in clusters of red, green and blue diodes that vary in brightness to create at least 16.7 million colours.