

DIGITAL SIGNAGE CASE STUDY – SUNGLASSES HUT

Case Study - 21.08.2015



Background

Earlier this year we were involved in the installation of a 55" Slimline Android Advertising Display in the middle of one of the UK's most popular shopping centres.

Solutions

In January 2015 during the planning of 'The Sunglasses Huts' new ground floor kiosk at Birmingham's famous Bullring shopping centre they knew it was essential to capitalise on the heavy footfall that would be passing by. We assisted 'The Sunglasses Hut' in choosing one of our plug and play displays while sorting out their own arrangements in the displays installation for the stands opening in March. The screen is facing onwards to the passing foot traffic and thanks to the colourful and bright adverts they are hard for customers to miss.

Results

Their glass tempered front, LCD commercial panel and tablet like surround separate our screens from domestic screens and now the screen joins many other advertising screens that populate the Bullring.

Products

55" Android Advertising Display

