Case Study.

Gloucester Quays.
Digital Signage WayFinder Solution.

acquire

Client Brief.

Our client wanted a digital directory installed into their busy retail outlet to assist shoppers in locating the stores that they were looking for.

Acquire's Solution.

We created an interactive shopping map with an easily updateable directory on and 52" interactive pod supplied by Esprit. The system also included loyalty card balance checker and streamed live information and advertising using RSS feeds.

Features and Benefits.

- Easy updateable by staff.

- Increased business for the retail outlets within the shopping centre.

- Allowed the retail outlets to advertise to customers.

- Enhanced the customer experience.

- Better engagement with customers achieved.

The Acquire Software.

3D maps, display content and the user interface were all created by the Acquire Content team in collaboration with the Programming team. This ensured that usability and navigation of the system was simple, effective and required little or no assistance from shopping centre staff.
A content management system was also created for the shopping centre staff to allow them to make easy updates to the content maintaining to design and layout of the content/system.
Live information is constantly fed through to the digital display using RSS feeds.