



St. James Quarter

Digital Signage and Wayfinding Supports Sustainability Targets

St James Quarter is a £1 billion retail led, lifestyle district in Edinburgh, Scotland, boasting a glass-roofed shopping gallery reaching four stories high, and an enviable line up of restaurants, cafés, bars, retail outlets, public spaces and leisure venues covering 1.7 million square feet.

It is a welcoming cultural and lifestyle hub combining art, design, and fashion to complement the city's world-renowned cultural offering and support its vibrant events calendar.

With a wide range of retail stores, food and beverage outlets, and entertainment spaces, ensuring visitors could easily navigate themselves throughout the space was of paramount importance so operators decided to implement digital signage Wayfinding kiosks, placed at key points in public spaces.

Furthermore, helping to enhance the modern, contemporary ambience, ONELAN digital signage throughout the Quarter provides engaging, informative, and up to date content to patrons and retailers with almost 180 screens at high foot traffic locations and in store fronts.

With St James Quarter having a clear mandate for sustainability, the screens can be easily and



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Martin Perry

Director of Development

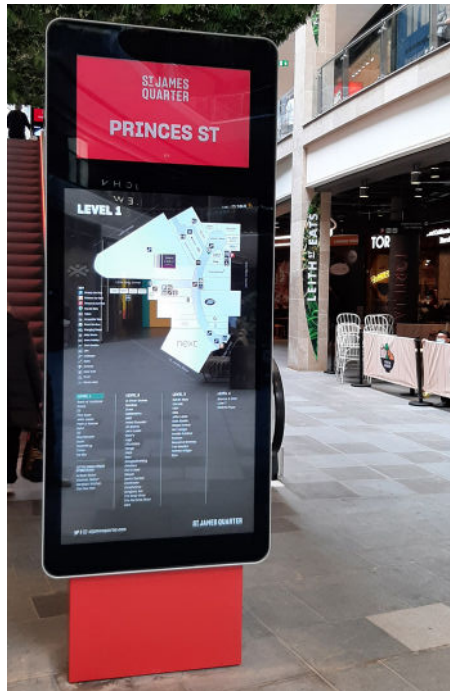
seamlessly updated from a single central CMS, which manages and controls the content securely, while avoiding the wastage and resources which can be associated with using paper-based information posters.

The digital signage is powered by a combination of retail-optimized Net-Top-Box (NTB) players, as well as over 120 LG-professional System-on-Chip (SOC) screens displaying single-zone content. SOC screens are beneficial in retail outlets where space for individual players can be restricted. The NTB players support dynamic content on the larger 75" digital signage screens and feature a small footprint making them easy to conceal.

The content is a combination of wayfinding for visitor navigation as well as individual screens proving valuable real-estate for store-front advertising. These screens display a variety of enticing content which can be changed daily or weekly, helping to increase instore footfall and dwell times.

With proof of play reporting, significant insight and all-important return on investment can be delivered to advertisers, helping to secure and justify long-term partnership commitment. Furthermore, via the ONELAN CMS, content can be scheduled to play at specific times, highlighting individual events, activities, or relevant instore offers

Martin Perry, Director of Development at St James Quarter commented, "With such a large and evolving space, ensuring our visitors could easily find out what we have to offer, meant that having digital wayfinding was of paramount importance.



"We love the flexibility of the solution – it's simple to update and very importantly, it's sustainable too and will help minimize the amount of physical print we need to utilize. With the addition of the front-of-store screens, allowing each of our residents to create their own campaigns and promotions, we are delighted with the implementation."

The project was delivered with technical expertise and support from Glasgow based ACI Integrated Solutions, specialist providers of integrated solutions throughout the UK.

For further information on St James Quarter, visit the website at:

www.stjamesquarter.com.

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