

## INDUSTRY NEWS

### Sharp signage for Southcentre Mall

**Southcentre Mall** in Calgary is using software from **Omnivex**, based in Concord, Ont., to manage its newly installed digital signage network.

The mall, which was built in 1974, recently underwent \$104 million worth of renovations to bring it in line with other upscale shopping centres in the area. These renovations included the addition of digital signs for purposes of wayfinding, entertainment, customer service information and advertising.

Screens were installed at high-traffic areas, including customer service desks. The network includes 1.2-m (46-in.) liquid crystal displays (LCDs), touchscreens and a 'feature' video wall in the centre court.

"We originally used very basic software to manage content on the screens, but found it was not able to meet our needs," says Shawn Hanson, general manager of Southcentre Mall. "The content did not look very compelling on the screens and the scheduling was not sophisticated enough. **Sharp's Audio Visual** was brought onto the project."

Sharp's recommended Omnivex's software, which allowed the mall to manage the signage network from a central office.

"We provide content creation services and ad space to our retailers



free of charge," Hanson explains. "Shoppers like to learn about promotions."

As Southcentre Mall features more than 200 stores and services across almost 92,900 m<sup>2</sup> (1,000,000 sf) of retail space, future plans for the network include expanding into more areas.



### Digital sign ratings codified

The Canadian Out-of-Home Digital Association/Association Canadienne de l'Affichage Numérique (**CODACAN**) recently released a new formula for measuring viewer numbers for digital out-of-home (DOOH) signage.

The Toronto-based trade association developed the standards to provide a common metric for the potential audience for ads on digital screens, installed anywhere from medical waiting rooms to subway platforms. Canadian ad agencies and their clients have long urged the digital signage sector to address this challenge, which is seen as crucial in advancing the medium alongside more traditional marketing options.

"We are enthusiastic about the productive collaboration we've seen between all members involved in defining a process to standardize and add more credibility to

DOOH audience numbers," says Michael Girgis, chair of CODACAN.

The formula addresses such factors as 'opportunity to see' (i.e. how many people might view a screen), dwell time and content loop length—the basic premise being that an ad must run once per average dwell time to be exposed to 100 per cent of a screen's declared audience.

### Electronics resources

- Substrate manufacturer Alcan Composites launched an updated website for its graphic display products ([www.graphicdisplayusa.com](http://www.graphicdisplayusa.com)), incorporating a discussion forum, product animation, fabrication videos and an interactive tool that selects substrates based on user-provided specifications.