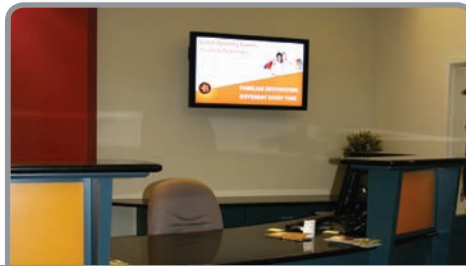


EXEMPLARY



Top: Digital sign behind the Bayshore customer service desk.
 Middle: One of many outdoor kiosks at Bayshore.
 Bottom: An AlivePromo technician performing routine maintenance.

Powered by **AlivePulse**



Bayshore Town Center

Steiner + Associates specializes in the development, construction, leasing and marketing of new town centers with a focus on “place making” and creating energetic, vibrant environments. In sourcing **beyond the box** solutions provider AlivePromo, Steiner has used digital signage to accentuate this concept of place making and add vivacity to many of its developments.

Solution

Building on a solution for Zona Rosa Town Center, AlivePromo worked with Steiner to **define objectives and plan** how best to communicate to Bayshore stakeholders through sign placement, by measuring car and foot traffic patterns, evaluating weather and sunlight feasibility, among other variables.

With clear communication goals in place, AlivePromo implemented a mix of innovative and traditional digital signage, **installing and networking outdoor kiosks and indoor signage** throughout the property, which has over 1.2 million square feet of retail space.

The network, featuring 46” NEC LCD screens, displays **animated and video content** for Bayshore events and promotions. Advertising space on the network is also available for purchase and helps support costs.

Content is managed and delivered through AlivePulse, AlivePromo’s **web-based fulfillment system** that allows Bayshore to update playlists, schedule by group, daypart, and make **content adjustments dynamically** - and **collaboratively** with Steiner where appropriate.

Ongoing creative, scheduling, monitoring and maintenance are performed by AlivePromo from its Minneapolis headquarters.

Services performed for this project:



Visit www.alivepromo.com for details