



## WESTSIDE BERN BRÜNNEN SHOPPING AND EXPERIENCE CENTRE

### DIGITAL ENTERTAINMENT AND INFORMATION

#### **The Westside Bern Brünnen Shopping and Experience Centre offers its visitors a world of digital experience.**

Using digital signage the Shopping and Experience Centre, which was opened in October 2008, provides entertainment, advertising and event information as a service to its customers.

When the project started in December 2012, Neue Brünnen AG – founded by the Migros Aare Cooperative – sought support from screenFOOD AG for the implementation of a digital signage solution at the Westside Bern Brünnen Shopping and Experience Centre. It commissioned screenFOOD AG to create the technical and operating concept and the concept for the content and organisation of the digital signage hardware. In cooperation with hardware suppliers Inputech AG, Telion AG and NEC and shopfitters Bolliger Söhne AG, screenFOOD AG was able to make the hardware necessary to fulfil the requirements of the Shopping and Experience Centre available for the rollout in April 2013.

The aims were for customers to stay at the Shopping and Experience Centre, be able to orientate themselves and come again, feel comfortable and talk positively about the Westside Bern Brünnen Shopping and Experience Centre – these aims were to be fulfilled using digital communication. The digital signage solution implemented with screenFOOD® consists of nine 65" portrait screens that are positioned throughout the entire Shopping and Experience Centre. One particular eye-catcher is the LED illumination from Bolliger Söhne AG, which gives the screen frame a very special appearance. Customers' attention can be drawn at various locations with promotions and information that are positioned in context and for maximum effect. Additionally, there are four more screens in the food court that are controlled with screenFOOD®. This 82" landscape screens enable the Westside Bern Brünnen Shopping and Experience Centre to offer its customers contents that are mainly of longer duration and with a high entertainment value, such as ice-hockey matches and soaps. This part of the content concept is aimed at entertaining customers while they are

being catered for, extending their stay at the Shopping and Experience Centre and increasing the feel-good factor.

The Westside Bern brünnen Sopping and Experience Centre uses videos, pictures and animations to create appealing content. Content that is appropriate to a given location is presented in the form of entertainment, information and advertising. In this way, customers can be informed quickly about special offers and events while they are shopping at the Shopping and Experience Centre.

Neue Brünnen AG uses the screenFOOD® client-server software to implement the digital signage solution, thus benefiting from stable and professional software. The Westside Bern Brünnen Shopping and Experience Centre uses screenFOOD® ANIMATION FACTORY to create uniform templates. All contents can be used on both landscape and portrait screens in order to be able to present contents on the different screens without any problems.