

ViewSonic®

Breeze Center shopping destination increases customer engagement with dynamic digital signage, thanks to ViewSonic ePosters.

Challenge

- Increase customer engagement
- Raise product and brand awareness
- Maintain an elegant, fashionable atmosphere

Solution

- ViewSonic® EP4602 ePosters

Benefits

- Distinctive, high-end brand image
- Increased customer attention and product demand
- Ease of installation, maintenance and updates



ViewSonic EP4602 e-Poster

CASE STUDY



CUSTOMER PROFILE

Located in a prosperous area of Taipei City, Breeze Center is a leading shopping center, extremely popular with both locals and visitors. Unlike other Taipei department stores, Breeze Center has become a recognized symbol of fashion and elegance since its opening in 2000. It is also the first and largest functional shopping mall providing a thematic recreational venue in Taipei. It's an excellent spot for visitors to relax and enjoy a great time with family and friends.

The Challenge

Breeze Center recognized the need for a more effective and elegant way to increase customer engagement as well as brand and product awareness in the mall. Breeze Center required a solution that would complement its reputation as a high-end, state-of-the-art shopping destination. They decided on a digital information display, powered by ViewSonic ePosters, as the perfect match for the fashionable atmosphere. Compared to conventional methods of engaging with customers, ePosters consistently deliver more attractive, engaging and up-to-the-minute information.

The ViewSonic Solution

Breeze Center installed 8 ViewSonic EP4602 units in main locations throughout the shopping center. The ePosters successfully attract customer attention and drive increased product demand, resulting in higher revenue and more visitor traffic. Staff benefits from the ease of maintenance afforded by the free-standing design. Installation was quick and easy, and Breeze Center enjoys the ability to quickly and easily update the digital information anytime.



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The Results

ViewSonic's ePosters received a positive reaction from Breeze Center patrons. The dynamic displays add to the mall's distinctive and high-end brand image. Customers are made aware of brand promotions, leading to increased purchases. The compelling displays offer up-to-date promotions that significantly distinguish Breeze Center from other competitors. The Breeze Center is already making plans to adopt more free-standing units in their Chungshiao and Taipei Main Station branches to further enhance the shopping experience.

For more information, contact ViewSonic at SalesInfo@ViewSonic.com or visit www.ViewSonic.com.

