

## The Seletar Mall greatly enhances shopping information for shoppers with ViewSonic EP4612L

### Challenge

- To improve its brand image and promote products and services
- To communicate services and messages efficiently to customers

### Solution

- EP4612L

### Benefits

- Provide customers with dynamic and flexible solution, which can further improve message delivery, and enhance the customer satisfaction
- Remote content scheduling to manage real-time promotions
- Paperless advertising to save energy and reduce overall costs



**EP4612L**

- ViewSonic EP4612-L 46" All-in-One ePoster Digital Kiosk
- Full HD 1080p for high-definition multimedia applications
  - Slim-profile design, and tempered, scratch-proof faceplate for durable use in high-traffic areas
  - Embedded media player supports photo and video playback
  - Bundled with ePoster Manager Express Plus Software for Easy Content Loading and Scheduling
  - SuperClear® Technology for Consistent Color Performance and Wide Viewing Angles
  - HDMI, D-Sub, USB and RJ45 versatile inputs, and 4GB built-in memory

### Customer Profile

The Seletar Mall is a suburban shopping mall located in Fernvale, Singapore. The mall is the first mall in the North-Eastern part of Singapore to house a cinema. The Seletar Mall has 6 levels of retail and 3 levels of parking with 384 parking lots and 188,000 square feet of nett lettable area.

### The Challenge

Target to Enhance the Efficiency and Effectiveness of Information ViewSonic digital signage solution was introduced in this project to convey information in a more effective way than printed materials, such as flyers and posters.

- Keep customers informed and entertained
- Grab customers' attention with timely special offers to boost sales

Via digital signage installation, it can naturally attract more attention than a paper banner or poster. However, some competing shops will likely have an electronic display of their own, which means that your display will need to have some kind of element that really grabs the shoppers' attention the minute they lay eyes on it. Therefore the Seltar Mall looked for professional methods to make its shopping mall more appealing to the public.

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### The ViewSonic Solution

The ViewSonic EP4612-L is a 46" all-in-one digital ePoster kiosk with a sleek, free-standing design. EP4612-L comes with a scratch-proof tempered-glass faceplate for added durability. Featuring Full HD 1080p resolution, SuperClear image enhancement technology with wide viewing angles, 360-nit brightness, 1,200:1 contrast ratio, and dual 6W stereo speakers, the EP4612-L delivers customized multimedia messaging with vivid clarity. Plus, the bundled ePoster Manager Express software makes the loading and scheduling of customized multimedia content easier than ever. The EP4612-L also provides auto on/off scheduling via an on-screen display, as well as a security lock design, making it a reliable and easy-to-maintain digital signage solution.

The EP4612L is used to display shopping mall interactive marketing messages and centre and store information, as well as information about events, exhibitions, dining and store and centre offers. "The on-going inclusion of digital signage is now seen as a fundamental component of shopping centre operations," says the General Manager of the Seletar Mall "and is vital in enhancing the shopper's customer experience by educating them on product offerings, brand awareness and reinforcing a positive shopping experience at the mall."

### The Results

The Seletar Mall deploys 7 units of EP4612L for mall directory and advertisement to display information of regular items & hourly special. All EP4612L is located at high traffic movement areas or beside escalator. And the owner of the Seletar Mall also offers special rates for tenants to advertise their product & service thru these E-poster units around the mall.

It has become a popular marketing tool which can provide real time information, advertising and messages in rich multimedia formats to attract consumers. Now, the Seletar Mall can promote in a more effective way than using printed materials. They can include more special offers and, at the same time, attract customers' attention with dynamic presentations. Using digital content not only speeds up the process, but also saves printing costs.

To seize every opportunity to communicate with customers in the store, the Seletar Mall uses digital signage not only to broadcast current promotions, but also introduce new brands or inform customers of future happenings.

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