



Digital Guidance & Information System in Schwechat, Austria

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Digital Guidance & Information System in Schwechat, Austria



AT A GLANCE

... **Business-Base Schwechat:**

Targets

- ▶ to establish Schwechat as a shopping hub
- ▶ to increase the purchasing power

Activities

- ▶ common events and advertising presence
- ▶ common currency „Der Schwechater“
- ▶ customer magazine



BRIEF REVIEW



of the Digital Guidance & Information System:

April 2008:

- ▶ Ing. Manfred Merten assumes the role of consultant

Summer 2008: strategy update

- ▶ Schwechat can offer more than it shows
- ▶ system development based on mature technology

co-operation with municipality and shopping center

- ▶ Town-hall Information
- ▶ Infosäule (Infopoint) and Motion Light located in the shopping center

LOCATIONS



... of the interactive Infopoints:

3 x OUTDOOR:

- ▶ Hauptplatz
- ▶ Wiener Straße
- ▶ railway station

2 x INDOOR:

- ▶ town-hall
- ▶ shopping center

... of the Motion Lights:

- ▶ Hauptplatz, Wiener Straße, railway station
- ▶ shopping center

SYSTEM DESIGN



ad space:



- ▶ permanently in sight
- ▶ spots of any length of time importable
- ▶ wide range of file formats loadable
video, animation, fixed-image . . .
- ▶ duration of the loop: 10 minutes max.



. . . interactive zone:

- ▶ interactive buttons
- ▶ 6-8 main categories
- ▶ members of the business-base,
doctors, town information,
associations . . .
- ▶ free of charge: adress, logo,
contact details, map section
- ▶ with costs: 3 additional buttons





... of the Motion Lights:



- ▶ A0-format
- ▶ lighted
- ▶ round-the-clock
- ▶ 10 ad's per Motion Light

BENEFITS



- ▶
- ▶
- ▶
- ▶
- ▶

OPERATION



- ▶
- ▶
- ▶
- ▶
- ▶



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