Digital Guidance & Information System in Schwechat, Austria

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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
Digital Guidance & Information System in Schwechat, Austria

**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: address, 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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