



CASE STUDY

THE GALLERY DISPLAY SUITE

Exterior Digital Display



Yap!.out
outdoor digital signage

The Agency's Gallery Display

THE AGENCY'S NEW DIGITAL GALLERY

When we think of the term 'gallery' we tend to conjure up the class and sophistication of a memorable space littered with works of art. Well, The Agency's new sales area known as, Gallery - has achieved just this with some help of some highly spec'd digital displays within a heritage, Hampton vibe.

The new Gallery is designed as a classy sales suite ideally suited to pitch The Agency's new apartment developments and special projects. Located in the heart of Claremont, the new offices have been designed to appeal to high end clientele seeking a cultured and chic ambience.

The Agency is an ASX listed, Perth-based real estate 'disruptor', on a mission. They are proud of their goal – one to disrupt the real estate business by becoming the “mother ship” entity to a bevy of agents. Instrumental to this mission is a fresh, exciting new premises.

A launch event for the new Gallery premises was an ideal opportunity to showcase dynamic digital technology.

A DIGITAL TECHNOLOGICAL REVOLUTION

The new offices are located in the Bay View offices in Claremont. Digital signage has been incorporated into the make-over using a selection of three different configured internal digital displays.

- 3 landscape 86” touchscreens designed as a sales tool to assist staff. The content features new apartment developments such as Hillway, Henley Rise and Rivean.
- 1 portrait 86” display screen installed onto a custom made wall and featuring emotive imagery of the apartment projects.
- 1 43” portrait window display the mirrors the portrait screen. The location is designed to appeal to passers by and attract custom into the business.

The touchscreens are designed for multi-use with high end features including:

- 4k Ultra HD screens
- High resolution imagery
- VR capability
- Chrome cast from other devices
- White board digital capabilities;

The housings for the digital screens called for styling to reflect the heritage and Hamptons 'look and feel'. Our team created a custom solution using high quality MDF finished housings, which were two pack painted and finished to a very high panelling quality.

The project was delivered during global Covid shortages of product and labour which added to the complexity but despite these challenges, the fit out was a great success.

Our design team managed the content for the touchscreens, working with existing branding and imagery to create a full suite of information at the fingertips.



PROJECT SNAPSHOT

Project: The Agency Gallery Digital Display Suite
Locations: Claremont, Perth Western Suburbs
Environment: Internal Sales Office
Client: The Agency
Date: 2022
Features: Four internal 86" and 43" interactive touchscreens wall and pole mounted to promote the Agency's key apartment projects.



TURNKEY IS THE ANSWER

Digital touchscreen technology takes signage beyond the norm. Using professionals to provide a turnkey service is the answer. The Yap!digital team provides a turnkey solution including;

- concept artwork and shop drawings;
- location scoping and site survey;
- procurement of hardware;
- manufacture of the housings;
- installation of all components on site;
- content creation, testing, editing and stitching;
- final commissioning.

WHY DYNAMIC INDOOR DISPLAY ADVERTISING?

One of the obvious benefits of dynamic indoor digital advertising displays is that they allow marketing facilities – and their tenants – to leverage the power of video advertising. Emotive imagery is widely considered to be one of the most effective mediums for marketing and promotion.

The Agency content within the Gallery digitals extends the company's brand and gives customer's a fully immersive buying experience.



THE FINAL WRAP

There's no doubt that moving away from static advertising such as posters and display boards opens up new avenues in ongoing conversations with your customers.

The great news for those shopping around for touchscreens and digital signage displays is that we are here to do the hard work – the thinking – for you. The Yap!digital team will give you a non-biased recommendation. We are not affiliated to any brands which gives us maximum flexibility to design a solution based on the technology that fits your requirements the best.

Our Yap!digital team will also bring you their experience of static and digital signage solutions will ensure that your customers and users have an outstanding experience next time they visit you.



We're ready to start talking!
Speak up now about your next project or idea.

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