

April 2017

Doha Festival City Digital Advertising Deployment

The largest entertainment, retail and hospitality destination in Qatar - home to over 500 stores, Doha Festival City incorporates a variety of innovative technology enhancing visitors experience at every part of their journey.

Project Delivery dates

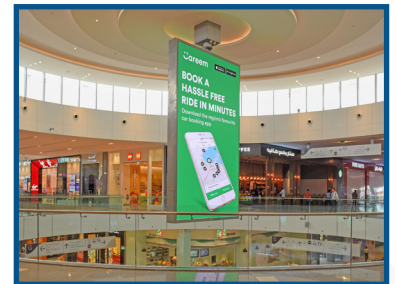
27/10/2016 - 05/04/2017

Project summary

Esprit Digital were selected to provide a full digital solution to Elan Media for Doha Festival City. In partnership with local integrator AVT Audio Visual Technology in Doha, we designed, built and installed the following:

- 36 Indoor Bespoke Double Sided 70" Advertising totems
- 10-7m W x 1m H – Indoor 4mm Pitch LED
- 1-4m W x 7m H – Indoor 4mm Pitch Double Sided 360° Spinning Pendant
- 12-2m H – Indoor 4mm Pitch 360° Column Wrap LED
- 2-48-sheet Flex Face Light boxes

This is the second time the ME region has seen this quantity and quality of large-format digital displays installed within a single shopping mall, following the Mall of Qatar deployment. Each iteration was designed to complement the overall look and feel of the centre, as well as to communicate the status of both the media company and the infrastructure owner to high-end consumers. As an advertising network in a mall it is second-to-none anywhere in the world and has already proven a commercial success with brands from all market sectors. As throughout a billion-dollar retail environment, they have been universally accepted and are currently being rolled out to other sites across the Middle East.



Technical Information

Part of the installation was 12-off 2m High 360° Column Wraps. These have been positioned at one of the main entrances to Doha Festival City which creates a runway of full 360° Column Wrap displays. The Column Wrap displays are comprised of the latest in LED technology, using a 4mm Pitch, 1,00nit flexible tile to achieve the overall 360° solution. We have also built a 7m H x 4m W Double Sided 360° Spinning Ceiling Pendant, which is able to spin 360°, 24 hours a day, 365 days a year. All the LED displays we have supplied compliment the 36 totally bespoke Double-Sided 70" LCD Pods (MUPI's). These highly stylised, iconic structures incorporate our latest Cortex thermal and remote management technology, which means maintenance visits are extremely rare if ever - almost any issue can be resolved from our Network Operating Centres around the world. Other features of this remarkable unit include LED side strips that change colour with content, full audience measurement, iBeacons and Clearspace™, Esprit Digital's proprietary sensor system which warns management of obstructions to their screens.

Find out how we can support your business

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Email us: sales@espritdigital.com

Visit us: espritdigital.com

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Commercial Success

Since the network went live, every 10-second advertising slot within each minute has been sold - this has been to a mixture of major brands like Vodafone and Qatar Development Bank and local partners.

Client Requirements

The client brief for this project was simple: create the biggest and best digital shopper environment in the Middle East. To date only a few airports in the region have embraced digital screen technology as a perfect medium to enhance their customer's journey and malls have almost exclusively stayed with traditional paper advertising systems.

This will all change now as the Mall of Qatar has significantly raised the bar and demonstrated to undeniable effect how well-thought out, well-planned, beautifully designed digital hardware installation can be a key differentiator in a competitive sector like shopping centres. From the moment you pull up to the front door, you are greeted by two 37.5sqm LEDs and you have begun your digital experience. The 'Wow Factor' has been created by the 2 giant 72sqm high resolution LEDs on the main walkway and the 24 portrait 9x55" LCD video walls embedded in the columns around the food court. These are complemented perfectly by 36 state-of-the-art, free-standing, double-sided 70" LCD pods and 16 Link bridge LED banners that have been seamlessly integrated into the bulkheads above every walkway.

The enclosure for this last iteration had the additional design feature of being able to completely open from the front on the gas lifts for simple maintenance access.



Customer Satisfaction

"From the beginning of this project we were very clear in our minds what we wanted to deliver. Very simply, a world class Digital OOH installation that would utilise the very latest and best technology available, would match the look and feel of the mall, and be a commercial success. We were also very clear about the type of partner needed, not just for access to the technology, but for design and implementation, and advice - delivering a real partnership. Esprit Digital have done all of this and more, and I am delighted that we selected them for this project".

Jamie Ball, COO Elan Media

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