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Westfield Mini Wafer

Westfield Shopping Towns Ltd is a subsidiary of the Australian-owned Westfield Group who operate one of the world's largest shopping centre portfolios. They have interests in over 120 shopping centres across Australia, the US, the UK, New Zealand and Brazil taking in over 25,000 retail outlets and the company has total assets under management in excess of AUS$59bn.

Project summary

During the design, build and installation of the video walls at Westfield Stratford, Esprit Digital were approached by the Mall Retail, Brand & Media team who were looking for digital signage purely for marketing collateral that wouldn't obstruct sightlines to retail outlets to see if they could provide a solution.

The screens would display in-house interactive marketing messages, centre and store information as well as information about events, exhibitions, dining and offers.

To meet the expectations, Esprit Digital designed, supplied and installed 22 x 55" double-sided, low power freestanding 'Mini-Wafers' that are wi-fi/3G enabled and ultra-thin at just under 80mm and were designed to be portable for use indoors and outdoors.

Customer Satisfaction

Myf Ryan, General Manager of Marketing said, 'the on-going inclusion of digital signage is now seen as a fundamental component of shopping centre operations 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 screens have given Westfield more impact than was envisioned at the start of the project and on the back of the success of both the video walls and the Mini-Wafers, Esprit Digital were asked by Westfield to design and install a temporary display ('that looks permanent') to be removed after the Olympic Games. The 6m x 2.7m displays are situated in several prominent locations, including one at the exit of the Olympic Park and it is estimated that over 90% of Olympic visitors will pass through these areas daily.