

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

Call us: +44 (0)208 731 3121

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, Qatar Development Bank and local partners.



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