

Bringing a neighbourhood to life in the East End of Edinburgh through digital signage

Project Delivery dates

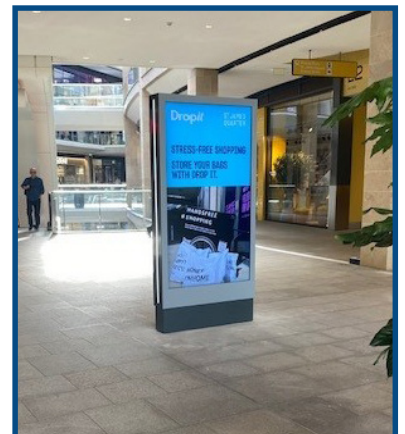
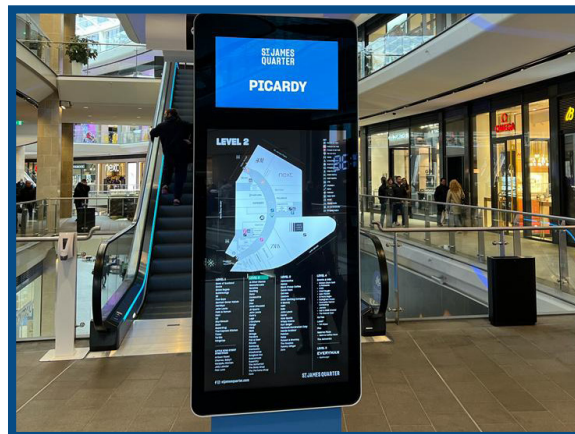
June 2022

Project summary

Edinburgh St James wanted to fulfil their mission: Bringing a neighbourhood to life in the East End of Edinburgh. Esprit Digital supported this mission by working closely with Edinburgh St James to bring their neighbourhood to life with bespoke digital signage. These stunning totems are not only used to show locations but to also highlight any key information (train information etc) that maybe useful to the customers of St James Quarter at all times on their journey. The displays had to be digitally sympathetic to the environment and that is why Esprit Digital designed the solution from scratch, including totally custom-built enclosures. This included both the highest-quality metalwork and paint finish, to match the aesthetics of St James Quarter. To ensure complete reliability of the solution over time, each unit was fitted with Esprit Digital’s proprietary cooling and air filtration systems.

Technical information

A key consideration for the customer was for the network to have the capacity to incorporate and link up to multiple devices across different networks outside of the totem and outside of the totem network. The totems the customer ultimately decided upon were based around 65” LCD screens and these were designed to consider both the climate within the shopping centre and the heat that the screens would generate. Using Esprit Digital’s unrivalled expertise in thermal management and heat dissipation, we were able to guarantee long-term reliability of the solution. The indoor displays all incorporate 65” LCD displays. The suite of totems required included: double-sided totems, single-sided totems, and wall-mounted totems, or displays. In addition to the totems designed by Esprit Digital, the customer required an additional 32” LCD to be built into the unit above the main 65” display. The displays on each totem were required to interact with each other and with other displays within the centre, both within and external to the digital totem network. This was to be done with the intention of guiding customers to desired stores within the centre without them being aware they were being guided. To do this without their direct participation meant that the network needed to be very wary of not breaching any rules about personal information and avoiding all GDPR compliance concerns.



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The displays link up multiple screens in a single pod, and then these 4 screens link up to external displays and to other displays within the network.

Esprit Digital designed, built, and installed 46 custom-built displays to give customers a digital touch point throughout the retail environment for St James Quarter. The design of the display foundation/ base plus enclosure was designed by Esprit Digital's expert team

What Esprit Digital delivered:

- 22 x 65" 700nit double-sided totems with toughened anti-reflective Amirian Glass with 32" LCD topper
- 21 x 65" 700 nit wall mounted totems with toughened anti-reflective Amirian Glass and LED backlit logo
- 3 x 75" 3500nit double-sided totem with Conturan IR Protect Gall – Thermally toughened with 32" High Bright LCD topper
- 22 x 65" double-sided totems were topped with a double-sided 32" UHD LCD topper

Installation of these 46 screens was staggered over 4 visits, this was due to the high footfall through St James Quarter and to avoid extra disturbance.

What's new and exciting about the project?

25 double-sided totems were topped with a 32" LCD Topper, all to fit into one enclosure which communicate with one another. Due to the extra power and of course extra heat coming from having 4 screens inside one enclosure it was vital to have each unit was fitted with Esprit Digital's proprietary cooling and air filtration systems!

The first wayfinding network of its kind with sophisticated geo-targeted ads, Esprit Digital took digital signage to the next level. These stunning totems are not only used to show locations but to also highlight any key information (train information etc) that useful to the customers of St James Quarter at a given time.

Commercial Success

For the first time, Edinburgh has a state-of-the-art shopping centre: St James Quarter. This shopping centre is probably the envy of the cities the length and breadth of the country. People aren't just going to go there for retail in the way they did maybe 30 years ago, but they will come for the customer experience that Esprit Digital have worked closely with us to create. The solutions exceeded all of our expectations and digital touchpoints have now been strategically placed throughout St James Quarter to create a retail experience that our customers will remember!

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