

WESTFIELD US

In what is being seen as a game-changer for the digital out-of-home sector in the US, Westfield has replaced its traditional paper-based advertising furniture with a network of super-slim freestanding 75" LCD pods across its 17 flagship malls.

The pods were manufactured in the UK before being assembled in the US by Esprit Digital and were deployed in a variety of formats for both indoor and outdoor use. Each of the pods is equipped with full audience monitoring software and offer real-time consumer data insights.

The displays feature the latest Cortex thermal and remote management technology connected and audience measurement tools; iBeacons and ClearSpace™.

KIT LIST

- 147 x 75" LG 75UH5C 4K LCD double-sided indoor pods
- 18 x 75" LG 75UH5C 4K LCD double-sided indoor tall pods
- 3 x 75" LG 75UH5C 4K LCD single-sided indoor pods
- 1 x 75" LG 75UH5C 4K LCD wall-mounted indoor unit
- 54 x 75" 75XF3C 4K LCD double-sided outdoor units.

