



# **DIGITAL** SIGNS.

**HELPING TENANTS & LOCAL BUSINESSES GROW**

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# WHAT ARE DIGITAL SIGNS?

Digital signs are dynamic digital displays that feature static or animated content.

Digital signs effectively engage consumers, enhance the on-site experience, and support local business and communities.

# FAST FACTS.

Canadians engage with digital signage messaging and are motivated by the content.\*

**50%**

of customers that see a digital sign, take action.

**19%** make an unplanned purchase of an advertised product.

**19%** visit the store advertised.

**18%** search online for more details.

**80%**

of shoppers agree that digital signage is effective in communicating public service messages.

## MYTH BUSTER



**There is NO correlation between digital signs and vehicular accidents\*\***

A 2013 study commissioned by the City of Toronto analyzed 6 years of collision data for 12 locations throughout the city, before and after a digital sign was installed. There was no correlation between the digital sign installation and collisions.

\* Nielsen OAAA Digital Billboard Study 2015 'Branded Cities' Study 2018

\*\* Based on the '2013 City of Toronto Roadside Signage Study' (conducted by CIMA Engineering Consulting, Burlington, Ontario)



# KEY FEATURES.

SmartCentres' Digital Signs feature a modern, contemporary design and fully automated, next generation digital display technology.



## STATE-OF-THE-ART DISPLAY

- Double-sided, typically 10 x 20, display to optimize exposure and message visibility.
- Diodes<sup>1</sup> are surface mounted and set at a 9mm pitch<sup>2</sup> to provide high definition screen resolution, ensuring message clarity.

## AUTOMATED OPERATION

- Wireless connectivity enables ongoing remote message updates.
- Signs are programmed to meet specific day and night municipality brightness guidelines.
- 'Photocells'<sup>4</sup>, adjust illumination to ensure 'daypart appropriate' brightness (300 NITs<sup>3</sup> at night and 5,000 NITs during the day).
- SmartCentres' digital signs are equipped with a cloud-based CMS<sup>5</sup> that continually monitors sign operations.
- Digital signs are programmed to default to a black screen in the event of an operational issue.

## MESSAGE CONTROL

- Messaging runs on a 4-minute loop with variable message display times.
- Displays are programmed to prevent scrolling, fading and flashing.
- Message transitions are limited to 0.25 seconds to ensure no visible transition effect, minimizing possible distractions.
- Animated (moving) content vs static (still) content programming will adhere to municipal by-laws.

## GLOSSARY OF TERMS

### <sup>1</sup> Diodes [ Dai • owd ]

Light-emitting diodes are the pixels of a video display.

### <sup>2</sup> Pitch [ Pi • ch ]

The distance between diodes to provide high definition screen resolution.

### <sup>3</sup> NIT [ Symbol: cd/m<sup>2</sup> ]

A "NIT" is the brightness of 1 candela per square meter (cd/m<sup>2</sup>). The higher the number of NITs, the brighter the display.

### <sup>4</sup> Photocells [ Fow • tow • sel ]

Automated light detecting sensors that adjust illumination to ensure 'day part appropriate' brightness.

### <sup>5</sup> CMS [ C • M • S ]

CMS stands for "Content Management System". It is a software platform that manages digital content.



# BENEFITS.

## LOCAL BUSINESS SUPPORT

SmartCentres is committed to the long-term viability of small business in Canada.

We want to ensure all businesses have an opportunity for promotional messaging on our digital signs, particularly during these challenging economic times. As such, our signs will feature **1st**, **2nd** and **3rd** party content:



Promotional messaging for businesses located in our shopping centres.



Promotional messaging for products sold by the tenants located in our shopping centres.



Promotional messaging for local businesses, located outside of our centres. Supporting the local economy with prominent advertising options for local businesses.



### COMMUNITY RESPONSIBILITY

SmartCentres will display public service messaging in support of local interests.



### STRICT MONITORING & REGULATION

Our digital signs will be installed and operated according to local by-laws, with strict ongoing consultation and compliance.



### CLUTTER REDUCTION

Our digital signs support the promotional needs of our tenants and other surrounding business, reducing the number of static signs, billboards and flags, significantly reducing clutter.



### VISUAL APPEAL

Our digital signs feature a modern design and advanced technology, to ensure exceptional visibility and an aesthetic that enhances the visual appeal of our properties.



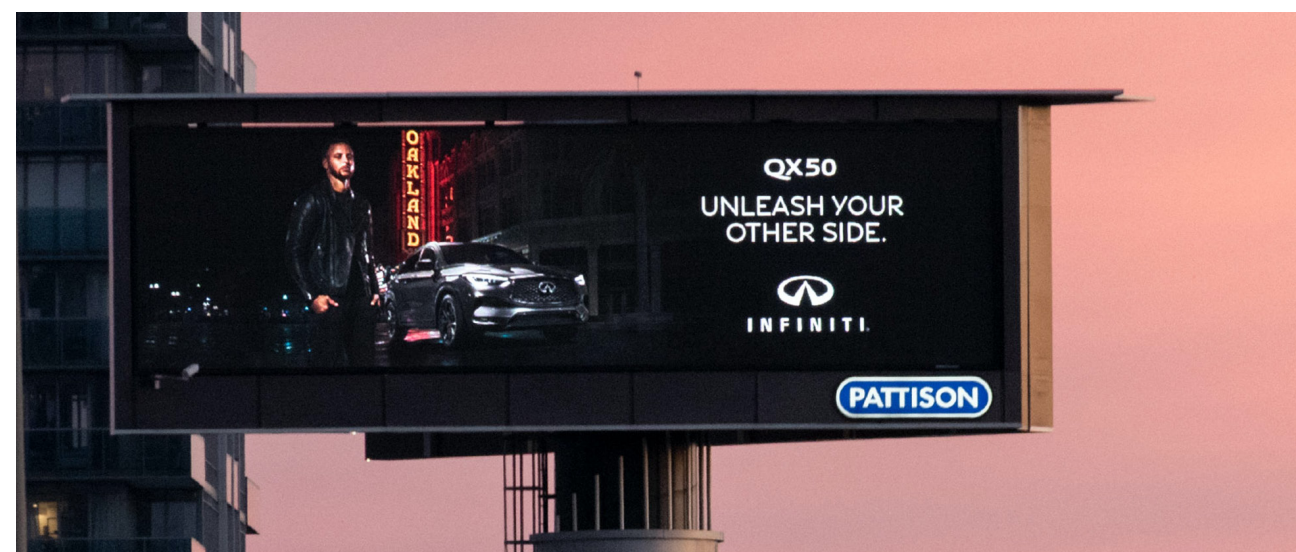
### MESSAGE FLEXIBILITY

The automated operation of our digital signs will efficiently facilitate ongoing message updates in support of local business.



# THE NEW STANDARD.

Digital signage is quickly becoming the new standard.





# ABOUT SMARTCENTRES.

## SHOPPING CENTRES TO CITY CENTRES

SmartCentres was started over thirty years ago because we believed that Canadians deserved products they could afford, at convenient times, in stores that were close to home. By fulfilling those needs, SmartCentres has grown and expanded into communities in every province across Canada.

Today, Canadians need transit-connected apartments, condos, and seniors' residences with access to retail, office and storage facilities — as well as open, green spaces and places to gather. So, SmartCentres is evolving.

SmartCentres owns 3,500 acres of land across 185 prime locations where we've consistently provided a best-in-class retail experience. Now, because we've always respected Canadians' needs, we're creating communities that Canadians can be proud of — transforming our properties from shopping centres into city centres.



