

## Satterley's Austin Lakes Digital Display Stand





### Our brief?

"Something contemporary, funky yet functional" ... sounds easy enough until you realise that this particular sign project is an interactive digital display stand for the new Austin Lakes residential community in the middle of one of WA's busiest regional shopping centres, Mandurah Forum!

Undaunted by our brief from Satterley Property Group, our design team set about creating a unique design based on the existing Austin Lakes branding.

### Any specific design challenges?

"Well shopping centre environments always have a few!"

Challenge 1: The display stand space is a 4 metre by 2 metre area set in a major pedestrian thoroughfare – with stringent regulations on the height and width dimensions.

Challenge 2: The client was keen to ensure that the display space remained light, bright and inviting to draw people in, with technology to assist the information provision.

Challenge 3: To ensure that the digital signage technology could run seamlessly working within the constraints of the shopping centre and underfloor power and services provision.

Challenge 4: The entire stand installation had to occur after-hours to minimise disruption to the Centre.

### The design solution

Using the blue, green and grey columns of the branding, the design team developed a self-supporting structure to encompass a sales desk and turnkey digital touchscreen technology with a video loop on the reverse. From our 3D model using Sketch up designs the client was able to understand the full impact of the display stand before committing to a go-ahead.

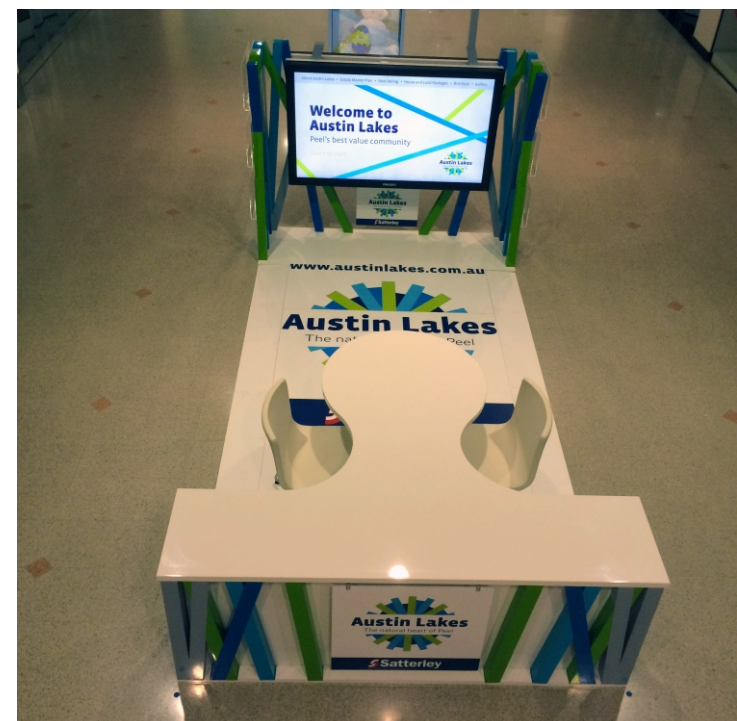
Our team then designed the content for the digital touchscreen using a series of on-brand, interactive pages bringing the Austin Lakes community to life.

### The finished package

"Modern, eye-catching and streamlined" with a 65" Philips touchscreen on one side of the display, the content featured the Austin Lakes Estate Master Plan, Display Village information, House & Land packages, real time land availability on a Stage Plan. On the reverse of the touchscreen was a 65" Phillips TV displaying video loops about Austin Lakes. The stand also incorporated a bespoke lockable cabinet, floor graphics, furniture, brochure holders and lockable iPad docking stand. Our 4 man install team set up the stand in 2 hours after closing hours.

### The result:

"A very happy client"! And we just love those!



S&L Digital Signage

CASE STUDY



To discuss your own digital signage strategy  
please don't hesitate to get in touch.

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