

Satterley Property Group
Cassia Touchscreen Digital Map Table



Satterley



S&L Digital Signage
CASE STUDY

Can interactive digital signage help organisations be more cutting-edge?

There's no doubting that today's tech savvy consumers demand more flexible, interactive features and freedom of choice when it comes to making buying decisions. Long gone are the days of being thrust an out-dated brochure by a pushy sales person.

Satterley Property Group know this only too well, and commissioned Signs & Lines to create a new digital signage sales tool at their Cassia Estate Sales Office in Perth's southern metropolitan suburbs..

Our solution, a digital touchscreen map table, was aimed at adding significant value to both Satterley and the customer. As the Estate developer, Satterley can provide consumers professional, real-time content that is changeable and cost effective. In tandem, the customer gets a high quality, 'self-service' interactive experience that gives them complete control over the home-buying process.

Cassia's map table was unique in design – with the 55" touchscreen inset into an oval shaped housing mirroring the shape of the Cassia logo. The housing itself featured inset brochure holders and a convenient internal cupboard for storage.

Our turnkey solution involved the design, manufacture and installation of the physical map table, plus creation of the touchscreen content with regular map 'sold' updates as required.

As with any device or tablet, its usefulness is only as good as the content and information available. Our team created five key content areas for the map table in time for the launch of the Estate in mid 2015 including;

- Pinch to zoom functionality for all stage plans, the master estate plan and aerial plans
- Register Your Interest page with widget that connects to the Satterley CRM (relationship management) database
- Lifestyle image gallery
- Estate information with imagery
- Display image map

One of the exciting developments for map table interactive digital signage in the future is how this technology will help organisations understand customer behaviours and analytics – ultimately allowing companies to tailor their offering to what the customer is wanting. So clever, yet so simple!

Inform, advertise, navigate, interact.





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

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