Cedar Woods' Digital Map Tables

Life is beautiful

BYFORD
ON THE SCARP

Award Winning Property Developer

Cedar Woods

Welcome to Byford On The Scarp. I am a touchscreen. Touch anywhere

S&L Digital Signage
CASE STUDY

As one of Perth's leading land development companies, Cedar Woods has continually strived to create a more engaging experience for its clients via its land sales offices.

To underline such a commitment to greater client engagement, Cedar Woods commissioned S&L Digital Signage to install touchscreen digital map tables at its Byford land sales office.

The 65" full colour multipoint touchscreen displays are individually mounted within custom-fabricated housing - all designed and supplied by S&L Digital Signage - one digital map table for The Brook at Byford (in brown) and one digital map table for Byford on the Scarp (in green).

The signs are controlled remotely and content is managed by S&L Digital Signage, which also provides a hosting service for the content.

Cedar Woods' land sales offices previously featured static map tables which looked great, but were limited in their ability to engage effectively with customers - in fact, they could provide little more than a map of the development and the sale status of individual plots.

Replacing its limited functionality, expensive-to-

update static map tables, Cedar Woods' digital signage investment affords the company far greater scope to engage with its clientele. And because the signage is touchscreen, all the very latest information relating to the development - and its surroundings - can quickly be made available at the customers' finger tips.

Investing in digital has turned Cedar Woods' map tables into extremely effective marketing tools. For example:

• If a plot is sold its status can be updated remotely very quickly and easily;

• A masterplan map of the whole surrounding area can be displayed, highlighting local places of interest, schools, hospitals, doctors and shopping centres, etc.;

• Visitors to the sales office can easily register their details requesting more information with an easy-to-use onscreen keyboard.

For a leading land development company like Cedar Woods to invest in touchscreen digital touchscreen map tables proves that the technology is affordable.

And coupled with S&L Digital's software, content management and hosting options, the technology is also increasingly accessible, too.

S&L Digital Signage

C A S E   S T U D Y

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

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