



DIGITAL SIGNAGE CASE STUDY

Sunglasses Hut

melford

BACKGROUND

Sunglasses Hut required a high impact, 55" digital advertising display to support their retail presence in one of the UK's most popular shopping centres.

SOLUTION

During the planning of the new Sunglasses Hut ground floor kiosk at the famous Bullring shopping centre in Birmingham, they wanted to ensure they capitalised on heavy footfall in a great location.

We helped the Sunglasses Hut select one of our plug and play Android advertising displays, and to arrange installation for the kiosk opening. Now installed, the display faces passing shoppers and combined with colourful, bright advertisements it has become a solution that is hard to miss.

RESULTS

The glass tempered LCD screen, designed for 24/7 commercial use, separates the display from other domestic screens and it has become a successful solution alongside many other advertising displays throughout the Bullring.

PRODUCT

55" Android Advertising Display

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