

November 30, 2011

Media Daily News

Adspace Expands to New Malls, Adds Interactive Guides

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One of the nation's leading mall-based digital out-of-home advertising networks is adding new locations and capabilities to its digital lineup. The Adspace Digital Mall Network is introducing interactive mall directories at select malls in its network, while rounding out a 24-mall expansion in 2011 with the addition of large outdoor screens in its first outlet mall, in Oklahoma City.

Adspace is deploying its first Smart Screen Digital Directories, using touchscreen technology, to the Westgate Mall in Boston and Galleria at Fort Lauderdale. The directories feature search functionality that allows shoppers to search by store name or category.

Once a destination is chosen, a line draws out the path from the user's current location to the requested destination. The displays can also give directions to elevators, restrooms and restaurants.

The company also unveiled outdoor digital displays at "The Outlet Shoppes at Oklahoma City," the first outlet mall in the Adspace network and the last mall to be added to the network as part of a 24-mall expansion this year.

Adspace also announced that it has taken over programming and sales for a 26-screen LCD network at the Beverly Center mall in Los Angeles.

The mall-based DOOH network is working to expand its programming offerings. Earlier this month, it unveiled a partnership with Conde Nast's shopping magazine *Lucky* to provide mall-goers with style tips from editors and celebrities, along with other content taking viewers inside the making of the magazine. The new Adspace series, "Smart and Lucky," stars the magazine's style contributor Lori Bergamotto and consists of spots running 20-to-30 seconds in length. The network will also carry behind-the-scenes footage from cover shoots.