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Screen Media Daily

Adspace Expands Network and Launches Interactive Digital Directories

New Touchscreen Directories Allow Shoppers to Search By Store Name or Category

NEW YORK, NY - Adspace Digital Mall Network, owner of the largest in-mall digital advertising network in the country, have launched a Smart Screen Digital Directory in select malls nationwide.

The Smart Screen Digital Directory features the latest touchscreen technology and has been deployed in Westgate Mall in Boston and Galleria at Fort Lauderdale – both new malls to the Adspace Digital Mall Network.

Features of the directory include robust 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. It also prominently displays directions to elevators, restrooms and restaurants.

"This is a logical product extension for Adspace Networks. It's what the mall developers and editorial partners have been asking for," said Bill Ketcham, executive vice president and CMO, Adspace Networks. "We aim to be the one-stop resource for the best deals in the mall – and now we can show shoppers how to navigate to them."

In other company news, Adspace has taken over programming and ad sales on the 26 screen LCD network deployed at the Beverly Center, a premiere mall in Los Angeles. The screens are located throughout the parking facilities, escalator banks, and guest services.

Adspace continued its technological and retail innovation with the installation of outdoor Smart Screens in the network's first outlet mall. "The Outlet Shoppes at Oklahoma City" features upscale retailers such as DKNY and Polo Ralph Lauren.

The 24 mall expansion in 2011 was capped off with the addition of three premiere Class A malls: Bridgewater Commons in Bridgewater, NJ (NY DMA), The Mall in Columbia (Md.), and finally the historic South Street Seaport Mall in Manhattan, which includes the network's first large landscape format screen.

"We are continuing to explore different opportunities in the digital mall media space," said Dominick Porco, chairman and CEO, Adspace Networks. "Digital directories and all-weather Smart Screens demonstrate our flexible approach to giving mall shoppers the digital content they crave, enhancing their shopping experience and driving engagement for our advertising partners."