

## **Houston-area malls add internal 'Smart Screens'**

Houston Business Journal - 9:26 AM CDT Wednesday

Deerbrook Mall, First Colony Mall and The Woodlands Mall have all added display screens to promote retail stores to consumers.

The malls inked a deal with New York City-based Adspace Networks Inc., owner of a national in-mall digital advertising network, to set up the "Smart Screens."

The network's programming model called "Today's Top Ten," advertise the 10 best deals in the mall each week.

Retailers submit their best deals, including original prices and total savings. Adspace then determines the 10 best deals and produces and runs 12-second spots for free.

The Houston-area malls, along with Texas malls The Parks at Arlington, Stonebriar Centre in Frisco and Vista Ridge Mall in Lewisville, are among 15 malls across the country to introduce the "Smart Screens."