

Topanga Plaza and Santa Anita Malls

Dynamic display turns unproductive space into
a revenue generator

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and the Clarity Wildcats are a big part of it."*

Saiyed Ali

Vice President of Technology, Vuetopia, Inc.

The top regional and super-regional malls in the United States each draw 12 to 15 million consumers annually to shop in their anchor and specialty stores. The huge volume of upscale visitors gives advertisers an ideal opportunity to reach shoppers at the perfect time — when they are ready to buy.

Clarity partner Vuetopia, Inc., a leader in dynamic digital advertising media for public venues located in Escondido, California, is helping shopping malls and advertisers seize the opportunity. The company is building an advertising network of ultra-large digital multimedia screens that deliver site-specific content through the Internet to malls in the top 20 media markets.

The large-scale displays with full-motion video and audio capabilities are installed in the highest-traffic area of the shopping centers. Vuetopia's proprietary Sitecasting™ technology schedules and delivers a site-specific mix of advertising, public information and entertainment content to each location via the Internet.

"We've created a new, high-impact digital advertising medium, and the Clarity Wildcats are a big part of it," said Saiyed Ali, Vuetopia vice president of technology. "The Clarity displays support high-resolution video and graphics, which when combined with our system's sheer size and audio capability help to capture the mall audience's attention. In addition, the Wildcat's slimmer profile gives us greater installation flexibility as we expand our national footprint."



clarity
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California malls give advertisers access to an upscale audience that is ready to buy

The 75 square-foot displays are already installed at the upscale Topanga Plaza Mall and Westfield Shoppingtown-Santa Anita Mall in California, and Vuetopia is establishing a national network of similar systems. The Topanga Mall, located in the densely populated and upscale West San Fernando Valley, ranks as one of the top ten shopping centers in Southern California. The one million square-foot center features 132 stores that serve a population of 765,000 people in the trade area.

Located next to the world-famous Santa Anita Race Track, the Santa Anita mall serves more than 1.1 million people in the Pasadena/Arcadia market and registers annual sales exceeding \$256 million. Visitors of its four anchor stores and 152 specialty shops can't help but notice the large digital display featuring advertising and promotional information.

Each installation uses 12 Wildcat (WN-4030-S) 40" digital displays featuring SVGA (800 x 600) resolution and Clarity's Advanced Performance Liquid Crystal Display™

(AP/LCD™) technology. Innovative Design Technologies (IDT) of Burbank, California, recommended the Wildcat model and installed the two Vuetopia displays.

"We were delighted that Vuetopia agreed with our recommendation of the Clarity Wildcats," said IDT president, Brett Armstrong. "We've had a long relationship with Clarity so we know the quality that's built into these displays, and we know they'll deliver high value for a long time to come."



The solution

Each 75 square-foot display system consists of:

- 12 Wildcat (WN-4030-S) 40" displays with Advanced Performance Liquid Crystal Display™ (AP/LCD™) technology
- Content created by advertisers in a variety of formats, from display ads to television spots, and distributed via the Internet

The project team includes:

- Vuetopia, Inc.
- Innovative Design Technologies (IDT)



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