

Bluewater's Double Install

- Involved** : 103" Plasma Display
- End user** : Bluewater Shopping Centre
- Placement** : Kent, United Kingdom
- Install Date** : May 2008
- Partners** : PSCo
Avanti ScreenMedia



Europe's largest and most innovative retail and leisure destination, Bluewater, is the very first retail application to invest in a 'double installation' of the whopping 103" Panasonic Plasma, the largest plasma screen in production, to create a dramatic digital signage display within the shopping centre.

The modern complex boasts over 27 million visitors per year and needed a dynamic digital signage display that would attract the attention of shoppers and stand out among the centre's striking architecture and modern retail design.



Avanti worked with specialist distributors of the 103" Panasonic Plasma, PSCo, to install the two queen-size-bed plasmas in Bluewater, creating an innovative digital signage solution for the contemporary retail park. The screens form an integral part of the shopping centre's digital signage, with the promotional space generating additional income for the mall, displaying specially commissioned advertisements from retailers within the complex.

Avanti's Operations Director, Mike Nield, commented:

"We wanted to create a digital signage display for Bluewater that really had the 'wow factor' and by incorporating not one, but two of the world's largest plasma screens, the 103". It's still the largest of its type on the market and with full HD capabilities, it gives remarkable picture quality."



AV integrator Avanti Screenmedia were contracted to install both of the 220kg plasma screens above the centre's busiest aisle, where the centre's glass atrium provides a high ambient light environment. The breathtaking displays are perfectly suited to this type of environment as the plasma technology performs brilliantly, outperforming

projector and LCD alternatives, in bright retail environments.

Local Contact

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