



MACERICH[®]

DIGITAL SIGNAGE

- *Creative Applications*
- *Kay Jewelers New Design*
- *Not Allowed*
- *Examples from Fashion Outlets of Chicago*
- *Examples from 29th Street*

- Creative Application For Storefront Digital Sign:

Digital signage becomes part of the storefront design



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- Creative Application For Storefront Digital Sign:

Digital signage is incorporate within the display window merchandising package



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- Creative Application For Storefront Digital Sign:

Digital signage becomes part of the storefront side wall design

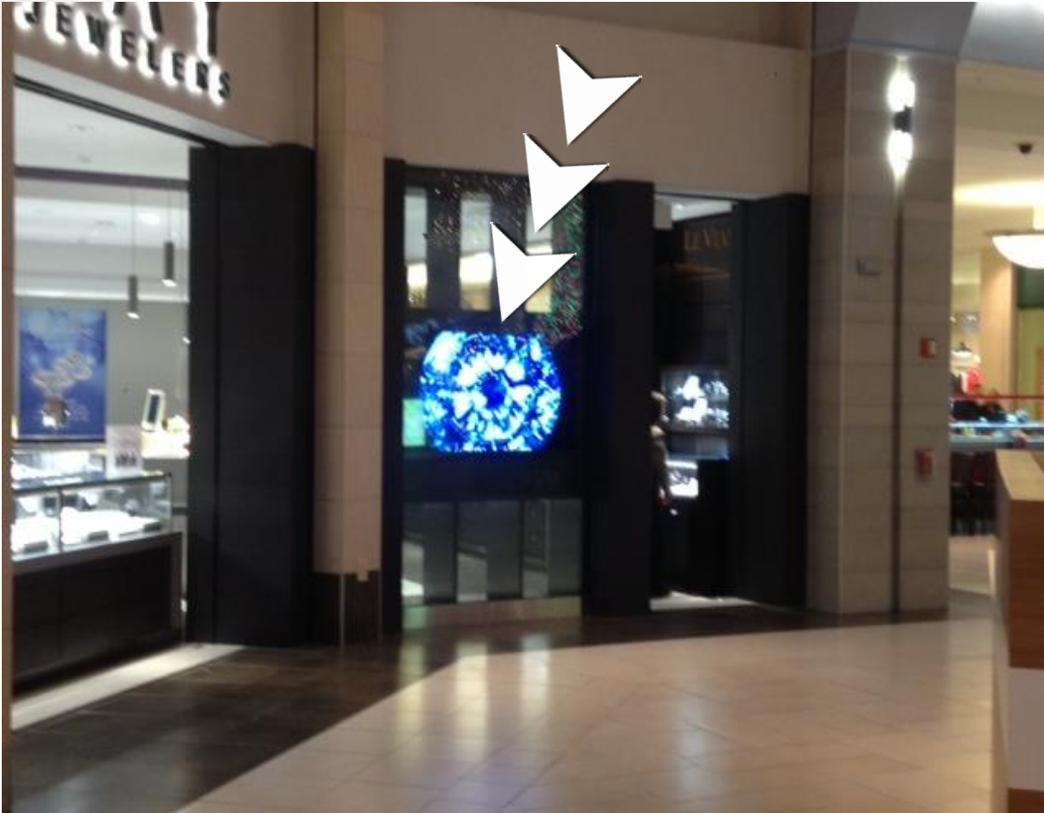


- Creative Application For Storefront Digital Sign:

Creative solution using digital signage within a fixture display unit



- Kay Jewelers New Digital Sign:



Digital signage becomes part of the storefront design



The back of the unit is used for self-serve monitors

- Not Allowed:
Pole Mounted Digital Sign



- Not Allowed:
Free-Standing Digital Sign



- Examples of Graphic Light Boxes @ Macerich Centers:

