

Mall Gate Suggestions

A wide variety of flowers and indoor plants at prices to suit any budget can be found at Ferns 'n Flowers central corridor, near the water fountain.



1 More Bargain Gift Suggestions
2 Map 3 MallGate Directory

A POWERFUL ADVERTISING, INFORMATION AND MERCHANDISING MEDIUM

The owner of a number of regional shopping malls in the Southern United States had been searching for a way to communicate sales-oriented information to the thousands of customers who visit the shopping complexes each day. Traditional store directories were static and had no effective way to communicate precise, detailed information such as daily in-store specials, new product offerings, or sales. They could not provide answers to individual customer questions or meet the changing needs of specific retailers. Display boards could not carry enough information and printed information tended to be expensive and difficult to update.

A Telidon-based mall information system provided the answer — and more. To begin with, the system features several large screens, on which cycled information appears. These provide such customer information as special sales, new products or services, and advertising by individual retail outlets. Located at entrances, they are seen by every customer walking in.