

Creative Spotlight - Digital Signage



Americhip offers custom digital signage solutions. Its in-house team of experts design and produce a full range of solutions that help businesses deliver their message and intimately connect to their audience. Americhip incorporates video, audio, lights, dimensional and other exciting, emerging technologies to offer an arsenal of highly effective, custom communication vehicles. For more information, contact Americhip, 19032 S. Vermont Avenue, Los Angeles, CA 90248; www.americhip.com.



This display was a replacement for older, bulky displays in the market. The display is designed to be future proof: it is available with or without the interactive touchscreen experience. While most stores received the touchscreen version, some stores simply had a graphic panel explaining the product. Behind that panel was a routed area that could accept a screen at a later date. The change could be made in the field with basic tools. This flexible design approach allowed lower volume stores to still receive a beautiful and effective display, while allowing Armstrong to focus their investment in the stores where an interactive experience would drive sales. This display was created by In-Store Experience, 37 Franklin Street, Westport, CT 06880; www.instoreexperience.com.



Dos Hombres is using this LED Neon Sign, which takes the form of Dos Hombres' iconic logo, featuring their two signature donkeys, all illuminated in three distinct colors that match the brand's identity. Radiating the essence of Dos Hombres, this sign grabs attention but also adds a touch of warmth and allure to any space. This display was created by The MRL Group, 511 SE 5th Ave., Fort Lauderdale FL 33301; themrlgroup.com.



Marketing Impact Ltd. was enlisted by CopTek to create a live demo display for their copper pad product that self-disinfects commonly touched areas such as door handles. This long-lasting display was designed for hardware stores and is fabricated with a Melamine base and printed plastic panels. The highlight of this display is fixed with a 7.5 inch digital screen, activated by motion-sensor to present shoppers with a video demonstration on how the product works, its functionality as well as its use cases and advantages. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Above All Advertising has introduced this compact non-touch screen A-frame sign. The display has a storage capacity from 1 GB to 8 GB and is available with a variety of screen sizes. The unit is light in weight and folds and unfolds easily. For more information, contact Above All Advertising, 6980 Corte Santa Fe, San Diego, CA 92121; www.abovealladvertising.net.



EcoXGear tasked Innovative Marketing Solutions with creating a display inspired by the rugged outdoors. Manufactured via a custom molding process, this display features up to 5 waterproof speakers - designed to withstand the rigors of outdoor adventures. The touch-screen experience allows the consumer to navigate the key features and benefits of each speaker as well as demonstrate the high-quality sound EcoXGear products offer. For more information, contact Innovative Marketing Solutions, 1320 N. Plum Grove Rd., Schaumburg, IL 6017; www.innovativemarketing.com.



Testrite Visual created this slender self checkout kiosk. The customer was interested in a free standing kiosk that could host their existing technology solutions while allowing easy printer refill and managing an array of cables. This kiosk is built to last with steel construction. For more information, contact Testrite Visual, 216 South Newman St., Hackensack NJ 07601; www.testrite.com.