

Navori Labs Digital Out-Of-Home Network Drives Visitor Engagement at West Edmonton Mall

Network keeps shoppers informed and engaged with business information, advertising content, and up-to-date COVID-19 information – all managed from a centralized QL software solution.

LAUSANNE, SWITZERLAND, September 17, 2020 – Navori Labs continues to work closely with West Edmonton Mall, North America’s largest shopping center, to scale and update a diverse digital out-of-home network that drives engagement in public and private spaces. Navori’s QL digital signage software is powering retail, hospitality, entertainment and corporate content across a mix of video walls, menu boards and digital signage displays. The multi-phase rollout has extended media presentation and interactive wayfinding to food courts, hotel lobbies, event venues and meeting spaces, as well as along walkways with the heaviest shopper traffic.

Located in the Western Canadian city of Edmonton, West Edmonton Mall is home to more than 800 stores and services, over 100 dining areas, two hotels and twelve world-class attractions. Navori’s strategic rollout has fully centralized content management and delivery, helping West Edmonton Mall improve the customer experience and increase engagement with shoppers, Fantasyland Hotel guests, and visitors to the Ice Palace, which hosts a variety of sports, concerts and fundraising activities.

The centralized content management and delivery strategy has been instrumental to the success of the network, which allows unlimited users to contribute media with minimal training. This includes real-time updates such as price changes, promotions and COVID-19 guidelines. The network has also provided a quick return on investment for West Edmonton Mall by eliminating printing costs associated with traditional menus, advertisements and meeting space signage.

“Navori Labs has been an integral part of our marketing strategy,” said Tiffany Banh, Digital Marketing Coordinator, West Edmonton Mall. “The QL software fulfills our need for flexibility, scalability and ease of use. The Navori team supported us throughout the whole process and provided an effortless rollout. Our continued partnership with Navori is valuable in helping us achieve business success.”

West Edmonton Mall’s QL digital signage solution architecture includes an on-premise QL Server and a QL software driving each screen. Navori’s seamless integration with third-party data systems and support for a wide range of multimedia formats allows West Edmonton Mall to provide a diverse mix of video, graphics and text to shoppers and guests, while clean integration with West Edmonton Mall’s back-end business systems drive reliable content updates, meeting room occupancy information, and effective wayfinding experiences.

“West Edmonton Mall required a technology provider that could ensure reliable and efficient management of all digital signage content and hardware across the entire property,” said Jerome Moeri, CEO, Navori Labs. “Our QL software is helping West Edmonton Mall meet its daily objectives across a very complex, multifaceted business environment that has helped staff grow more productive, reduced installation and support costs, and provided a foundation for network monetization through dynamic advertising capabilities.”

About West Edmonton Mall

The story of West Edmonton Mall is the story of how a handful of visionaries took an ordinary idea like a shopping centre and turned it into a world-class destination. The Mall's stores, attractions, and services combine to form the most comprehensive retail, hospitality and entertainment complex on Earth. As the prototype for mixed-use entertainment facilities, West Edmonton Mall is a place where people come to shop, play, and stay.

At 5.3 million square feet, the Mall is the size of a small city and is accredited as a zoo.

West Edmonton Mall is home to more than 800 stores and services including twelve world-class attractions, two hotels, over 100 dining venues, the widest variety of one-of-a-kind retailers, and entertainment for all ages. Average yearly visitation is approximately 30.8 million, making West Edmonton Mall the province's number-one tourist attraction. Visit <https://www.wem.ca/> for more information.

About Navori Labs

Navori Labs is a global software innovator producing technology for digital communication and marketing analytics. Navori Labs is an enterprise committed to providing the most reliable, interoperable and user-friendly software application available in the industry. An exclusive leader in the global digital signage industry with nearly 25 years of experience, Navori has built a reputation as an industry innovator strengthened by a skilled engineering team, and continued investment in research and development initiatives. Navori has also continued to invest in global growth, with local and regional resources available worldwide. Navori's flagship QL digital signage engine is built with everyone in mind, and has been standardized for use in many of the largest digital signage networks around the world. The company's engineering approach balances efficient design and operation with exceptional performance for answering integrators and end-users expectations. Visit www.navori.com for more information.

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