

## Gaea Lifestyle Center digital signage project by Umbrella Ltd. featuring Navori technology

The Gaea Lifestyle Center is the first shopping mall to be built in the town of Larissa in Greece (population, 300,000). The mall is strategically located within 10 minutes driving distance from the center of town and is easily accessible from all major highways. Apart from the local population, this mall will attract customers from nearby regions. The total number of visitors is expected to reach 2.000.000 within the first year of operation.



Umbrella Ltd. Installed, operates and manages a digital signage network comprising of 40 ruggedized (42" and 47") displays spread throughout the shopping mall. There are also 4 informational kiosks with interactive content (shop locators, maps of the mall, etc.) that will also be used for interactive advertising campaigns and promotions.

The above Informational Kiosks and Displays are supplied by Public Computing BV who specializes in ruggedized kiosk and digital signage hardware.

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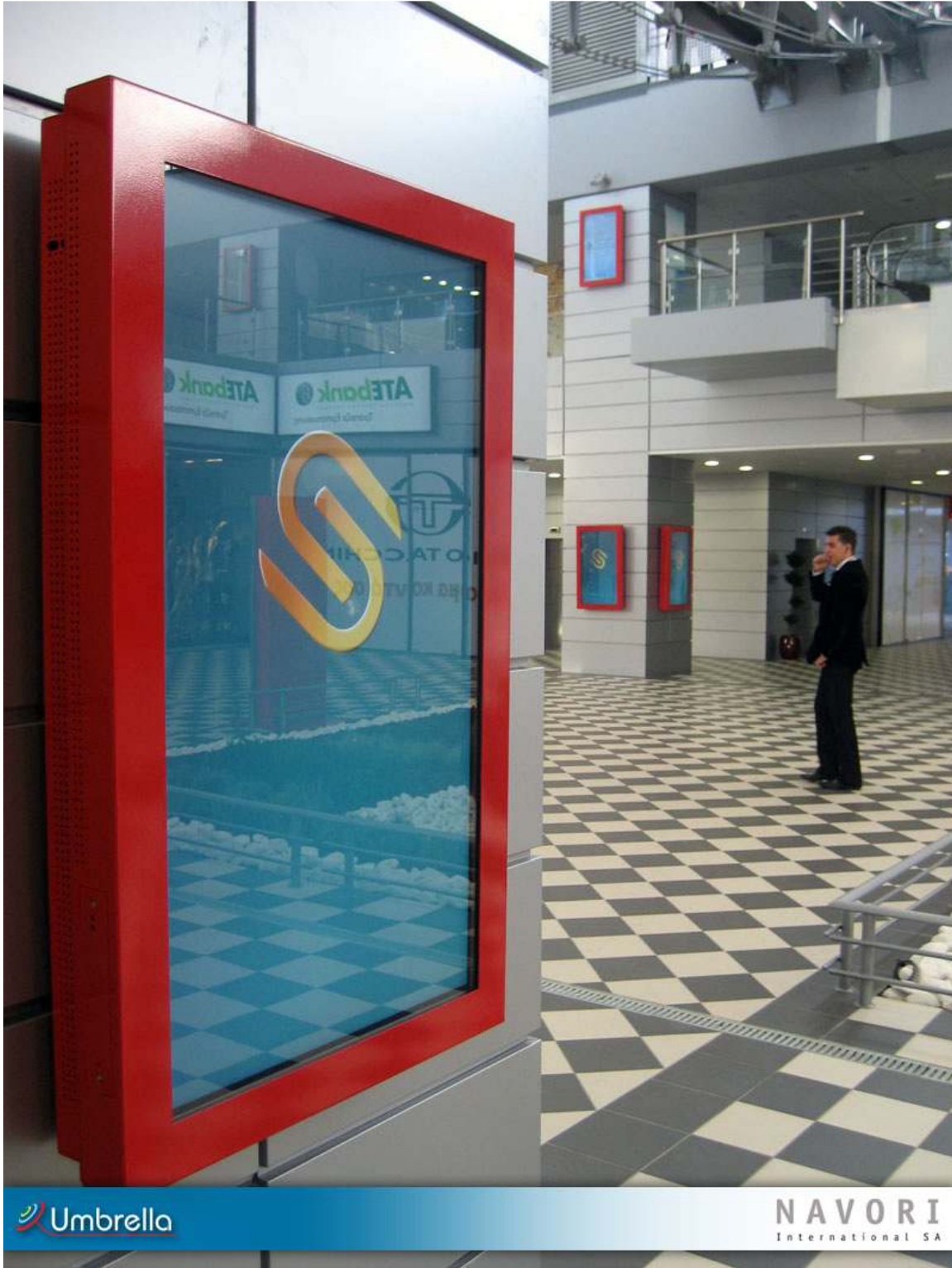
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The digital signage network is used for advertising purposes and this is why it was crucial to have a system that is reliable, ensures maximum uptime, is easy to use and is flexible.

Umbrella Ltd. chose Navori Tycoon as the preferred digital signage software for this installation as it has been thoroughly tested and offers all the prerequisites for the successful operation of an advertising Digital Signage network both in terms of reliability as well as day to day operations and management.

For more information about the technology behind this project, please contact [Navori SA](#) or [Umbrella Ltd.](#)