

ORANGE Transparent Communication Poster & Panels

LED in Glass Screens - LIGS

Loyalty Yet Again

In 2016, Orange innovated with our first generation of transparent screens in their flagship stores in Paris. Seven years later, they are still at the forefront with our new LED In Glass Screens. Now at the beginning of a new deployment, we have already installed eight screens in and around Paris.

Transparent LED in Glass Panels, measuring 1meter by 2meters, enliven the windows of new stores in Paris and Lyon. Glass Video Posters (1 sqm) attract the attention in high-streets and in shopping malls.

A Modern and Personalized Approach

Orange now offers a sustainable alternative to its promotional window posters:

- * The Boutique Communication and Marketing Department broadcasts custom video content tailored to each point of sale for local adaptation.
- * The broadcast durations of each video are individually determined by the head office for a unique experience.
- * An effective solution that optimizes display and content management.



Advantages

- * Transparency!
- * Brightness in front of the sun
- * Attractive moving content
- * Shop interior visible
- * Look out from inside

Tip: Leave enough empty space in your videos so that you benefit from the transparency!

