

Auchan Adds 73 Screens by ViaDirect

Written by Bob Snyder
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Auchan Group opened its new shopping center, *Les Saisons de Meaux*, with 73 monitors dedicated to Immochan combining touch screens, digital signage and interactive applications.



The largest single-site installation ever for **ViaDirect**, the company installed the digital in-store advertising screens, highlighting the mall's promotions and advertisers' content. ViaDirect has implemented the BroadSign display solution.

The 47 digital signage screens are placed at strategic locations:

- •2 totems outdoor 55" are located in the Drive. They are resistant to temperature fluctuations, rain, dust, sun, cold and enjoy a high brightness display
- •10 totems indoor 65" including 6 dual-screen totems produced by ViaDirect scattered throughout the mall
- •11 screens 48" above checkout and 18 screens 55" hanging above the shelves of Auchan hypermarket

The facility was equipped with a solution to make measurements of audience and behavioral analysis.

The mall features the *Aushopping* label reflecting the values of fun, daring, sharing and proximity desired by Immochan to create a new vision of trade, physical and digital.

In order to achieve this digital approach, the company asked ViaDirect to create several digital installations for the *Les Saisons de Meaux*:

- 2 interactive children playgrounds with six 15" multitouch screens with a wide range of classics games and 2 children "huts" with 46" screen for cartoon broadcasting
- 1 relaxation area consisting of a 40" screen broadcasting a series of soothing pictures
 - 2 multi-touch coffee tables for reading various magazines
 - 2 kiosks with a filtered internet access and the 'Pyro Jump' game, inspired by the successful smartphone game.
- 1 Game Wall. The equipment consists of two 7" multi-touch remotes to play alone or in a 1 vs 1 mode on a big 46" screen facing the players. The first game is a variation of the famous Tetris and others will follow in the coming months.

ViaDirect has produced the furniture, integrated the hardware, and developed the software programs for all these devices.

ViaDirect also produced and installed six 40" **wayfinding kiosks**.

ViaDirect provides **maintenance services**:

- Systematically installed in their digital equipment, the VDBox ensures the electric remote control, data security, supervision of equipment and software and outsourcing.
- The VD Monitor software supervises the status of all the equipment and the incident management with geolocation.
- The Parisian technical department manages dozens of partners in France and Europe to intervene for the client. They detect incidents in 2 hours and solve most of them in one day.

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Partners in France and also internationally, ViaDirect and Auchan/Immochan have collaborated on 20 projects in two years.

Go [ViaDirect and The Auchan Group's New Shopping Center](#)