

Scala Drives Retail Wayfinding in Moscow's Crocus Group

Written by Roger Douglas
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Russian developer **Crocus Group** chose Scala to drive a wayfinding digital signage installation in four shopping centres across Moscow, as well as in a concert hall.

Crocus Group, a partner of Russia's Ministry of Economic Development, has deployed the Scala-based digital signage solution to drive **25 full-HD touchscreens in each location**. The screens are deployed to make interactive navigation possible for on-site customers.

Each screen is mounted in portrait mode and connected to an individual Scala digital signage player. Crocus Group centrally manages the interactive digital signage wayfinding solution, either uploading content manually through the Scala Content Manager interface or automatically downloading it from various websites.

The Crocus Group website database is also connected to the network. In addition, the team at Crocus Group uses Scala Designer to add banners or scripts to the content appearing on-screen.

The wayfinding solution allows visitors to use the screens as if they were using a personal tablet to access content such as location maps, advertising, site news and-- in the case of the shopping centres-- a mall store list.

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Crocus Group plans a network expansion in the near future and expects to double the size of its digital signage network with the opening of new locations.

The gross area of Crocus Group's completed projects exceeds 1.9 million square meters and approximately 6000 people are employed by the group.

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