

MULTI-UNIT CENTERS

Calling Attention to Your Center 24/7.

Become a landmark in your community and help tenants grow their profits.



DISPLAYS, INC.



SIGNS & GRAPHICS NATIONWIDE

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Digital displays can create a 31.8% upswing in overall sales volumes.

A Warm Welcome

Vivid color and exceptional image quality attract attention to business centers and commercial properties with many different tenants in a single physical location.

Promoting multiple tenants simultaneously creates a unique challenge for multi-tenant properties. LED signs overcome those challenges, while creating new opportunities for generating revenue. Digital signs empower tenants creatively, dynamically, and effectively in advertising campaigns that are designed to attract consumers and increase revenue.

Business centers with digital signs can promote tenants' services and become a landmark in the community by displaying news, weather and public service announcements.

Increasing Revenue Opportunities

LED sign advertising helps multi-unit shopping and business centers sustain occupancy at the maximum capacity.

Optec LED signs have the unique capability of zoning (partitioning your sign into separate message display areas) -- so you can display multiple tenant logos and messages simultaneously. Showcasing multiple businesses will create awareness of stores, restaurants, or entertainment businesses, and in return, bring more revenue for the center. Eliminate the cost of replacing illuminated panel signage and be able to update tenant information quickly and easily with vibrant LED signage.

Optec digital signs create unique opportunities for both the tenant and the shopping center. Centers can create new revenue streams with digital signs by offering paid advertising rotations. Whereas, tenant advertisements can be displayed in diverse sizes to draw more attention to their business.



76% of American consumers enter new stores on impulse because of persuasive messaging with signage.



71% of consumers feel that advertisements on digital signage stand out more in comparison to online ads.



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Implementing digital signage technology can increase footfall by up to 24% in retail stores.