



Digital Signage Drives New Shopping Center Revenues

Unirea Shopping Center in Romania generates new sources of income and protects rental premium with Cisco Digital Media Solution.

Customer Name: **Unirea Shopping Center**
 Industry: **Retail**
 Location: **Bucharest, Romania**
 Number of Employees: **100 employees serving 1000 concessions**

Case Study



Business Impact

- In-center advertising provides new revenue stream
- Shopping center has been able to retain rental premium
- Investment is on track for two-year return on investment

Business Challenge

Once a showpiece of socialism, the Unirea shopping center sits in the center of Bucharest and has been a favorite of locals and tourists alike since it opened in 1992. As recently as 2001, the shopping center was like an indoor market with lots of small vendor stalls, but under its new owners, the Nova Trade investment group, the complex has been transformed into a modern retail complex.

With three floors of shops and another devoted to food and entertainment, the shopping center attracts an average of 40,000 people during weekdays and 55,000 at weekends. Unirea, however, faces fierce competition for shoppers from other shopping centers and shops. In addition, the economic downturn has seen other sites reducing their rents to tenants, which puts even more pressure on the shopping center.

Although refurbishing the shopping center helped to counter these commercial pressures, Nova Trade believed that it needed to do something else that would not only differentiate the shopping center but also generate new revenue streams. The answer was a Cisco® Digital Media Solution.

Solution and Results

Nova Trade already had experience of in-store advertising at a shopping center that it owned elsewhere in Romania. But that system was proprietary, ran on its own network, and was, therefore, difficult to scale.

A Cisco LAN was already used at Unirea for back-office processing, and the shopping center's owners decided to install a Cisco Digital Media Solution consisting of 85 Cisco Digital Media Players with wide-screen displays installed on every floor. Carmen Adamescu, president and CEO of Unirea Shopping Center, says: "Cisco's solution is based on IP and runs over our existing LAN. It is very flexible, easy to manage, and provides the foundation on which we can build not only new high-quality multimedia capabilities but also improved facilities such as unified communications."

Despite the economic downturn, stores are keen to advertise their products using digital signage. Not only has Nova Trade been able to maintain a rate premium compared to competitors, it is also using the system to cross-sell rooms and services provided by its other businesses such as hotels. Return on investment is expected within two years. The media content for both sites is now managed using the Cisco solution at Unirea, which has, therefore, reduced operating costs at the other shopping center.

"Digital signage is boosting sales for our tenants and has a great potential for generating advertising revenue for the shopping center. It is a win-win situation and a great example of how we are using the latest technology to maintain Unirea's position as the best shopping center in the country."

Carmen Adamescu

President and CEO, Unirea Shopping Center



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