

# The Insider

# SignManager

A Significant Advantage

## CLIENT UPDATE

### Tabcorp – Raceday Ready

Tabcorp approached SignManager to complete site audits of 14 country racetracks in NSW. The project had to be completed before each race track's major race which meant that we had a tight deadline to work to. The project scope consisted of a signage site audit on every track, design and artwork, and then the placement and installation of new signage, ready for race day.

We completed the entire project on time and met all of our deadlines to finish in 6 weeks. Our ability to coordinate regional contractors quickly allowed us to pull this project off seamlessly.



Welcome to the second edition of the Insider for 2017. The Insider is SignManager's quarterly eNewsletter designed to give you the latest industry news, branded assets tips, client updates and HQ news.

### IN THIS EDITION:

- Client Update – Tabcorp
- The Importance Of Making Sure Materials Meet Australian Standards
- News from HQ
- How To Create An Omnichannel Experience
- YouTube Aims To Make VR Production Easier With VR180
- Gadget's Corner



## THE IMPORTANCE OF MAKING SURE MATERIALS MEET AUSTRALIAN STANDARDS

Recently we've seen issues around the world with building materials not meeting standards, which have caused devastating effects. In light of these events, it's important to check that all materials used on any building site, including signage, meet Australian standards and are adhering to

specifications. To read more on Australian building standards, [click here.](#)

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## NEWS FROM HQ

### Helping Hands Program

We participated in the Helping Hands Program, which is a unique opportunity for organisations to get involved with a worthwhile cause, while also super-charging employee engagement. We built prosthetic hands that were then donated to amputee landmine victims throughout the developing world.



### Cancer Councils' Biggest Morning Tea

We participated in the Cancer Council "Biggest Morning Tea" on 30th May, and helped to raise vital funds for cancer research and patient support. We each brought in a plate of food and enjoyed a morning tea together for a good cause.



## EXPERIENCE

By Digital Signage Today

Before any retailer can map out a strategy for a seamless omnichannel customer journey they need to understand its definition, avoid skipping important first steps and establish a strategy well before embarking on the effort.

[Continue reading...](#)

## YOUTUBE AIMS TO MAKE VR PRODUCTION EASIER WITH VR180

By Marketing Mag

New technology aims to make VR production easier by removing the sophisticated hardware and production issues inherent with 360-degree filming. [Continue reading...](#)

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## GADGET'S CORNER

Here's the latest and upcoming gadgets...

The world's first triple display laptop: Introducing Project Valerie, the world's first automated triple display laptop. Constructed to be incredibly powerful yet mobile, this revolutionary laptop gives you easy access to three eye-popping 4K displays. [Click here for more](#)

Nima: This gadget tests food for Gluten in under 2 minutes. It's also being developed to test for peanut and dairy traces. [Click here for more](#)



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