

The Insider

SignManager
A Significant Advantage

This year has flown by. Make sure to put in any signage orders now before the crazy Christmas season kicks in!

FROM UBER TO POKEMON GO: HOW TECH CAN ACTUALLY BRING US CLOSER

By Collective Hub

Are Millennials “socially stunted” or the most emotionally intelligent generation yet?

[Continue reading...](#)

HOW TO CHOOSE THE RIGHT DISPLAY TECHNOLOGY

By Digital Signage Today

Whether it's a business, airport, sports arena or stadium, hotel or church, selecting the best technology for a digital display is critical. Is the display indoors, outdoors or both? What will it cost? Are there advantages to using LCD technology versus LED?

[Continue reading...](#)

CUSTOMER INTERACTION FOR DIGITAL DISPLAYS

By NanoLumens

"If a customer is in an athletic goods store and picks up a pair of running shoes affixed with a sensor, the nearby digital display may light up, asking the customer if she wants more information about the shoe."

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GADGET'S CORNER

Here's the latest and upcoming gadgets...

ROAM-e: Built with smart facial recognition technology, ROAM-e in selfie mode always keeps sight of your face. It can also capture uninterrupted panoramic photos.

[Click here for more](#)

Phillips Smart Light System: A motion sensor that will turn your smart lights on automatically. Customisable to individual light bulbs, and warm/cold light hues.

[Click here for more](#)

Welcome to the third edition of the Insider for 2016. 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:

From Uber to Pokemon Go: How Tech

Can Actually Bring Us Together

How to Choose the Right Display

Technology

Customer Interaction for Digital Displays

Gadget's Corner

Client Update

News from HQ



CLIENT UPDATE

ALDI, SOUTH AUSTRALIA

WESTFIELD MARION

Westfield Marion recently opened the first stage of their expansion and upgrade project to their main shopping complex in the South of Adelaide. The new Food Mall brings together an inspiring design layout with the inclusion of 15 new food and produce offerings with the main drawcard being Aldi's newest addition to the Adelaide Marketplace. [Read the case study here](#)



NEWS FROM HQ

Cupcake Day for the RSPCA is all about baking, eating and, most importantly, fundraising for animals in need. We whipped out our aprons and baked some cupcakes to help ensure animals across Australia are treated with dignity and love. Here's a photo from our morning tea.



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Have you downloaded SignManager's Sign Spot app? This handy app gives users access to SignManager's online system while on the go. Users can search for a site, upload images directly to a job and request works. [Find out more.](#)



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