

Brookfield Properties



RBC Plaza

Even though adding an AlivePromo digital building directory was on their list of priorities, RBC Plaza management had recently upgraded their guard desk fixture and were not keen on the idea of starting over.

Digital Building Directory

After performing a site visit, AlivePromo determined that it was possible to perform a retrofit to include a 32" LCD touch screen building directory.

The directory home page features a picture backdrop of the building exterior, with animated effects providing sophistication. By interfacing with the directory, visitors can search for a tenant or individual using a digital keyboard. Other features include a **customized 5-day weather module**, a **floor map that expands to full screen view**, **pages for tenants and individuals to upload a logo and description or biography**, and more.

Each building directory is powered by the **AlivePulse web-based Directory Management system**, allowing for tenant and people information to be updated electronically within minutes.

Equipment procurement, glass fabrication, installation, and networking were performed by AlivePromo.

Ongoing creative, scheduling, monitoring and maintenance are performed by AlivePromo from its Minneapolis headquarters.



Top: RBC plaza touch screen building directory located in the lobby guard desk fixture
 Middle: Home page creative
 Bottom: Full screen map view with blinking you are here location and retail logos.

More images at www.alivepromo.com/buildingdirectory/RBCPlaza/

Powered by **AlivePulse™**