

Zona Rosa Town Center

AlivePromo installed and manages a public spaces digital sign network for Steiner + Associates property Zona Rosa Town Center in Kansas City, MO.

The network, part of Phase 1 development, features **outdoor kiosks** located throughout the property, **digital directories**, informational digital signs in the Zona Rosa customer service area, and digital signage strategically placed above drinking fountains and in bathrooms.

The digital signage network is used extensively to communicate Zona Rosa events, hours of operation, and other information. Tenants have the option of advertising to promote sales remind visitors of their location.

Design to Sign Digital Signage

AlivePromo worked with Steiner to **define objectives and plan** how best to communicate to Zona Rosa stakeholders through sign placement, by measuring car and foot traffic patterns, evaluating weather and sunlight feasibility, among other variables.

During the project, AlivePromo provided services from design to sign, **including fixture design, content creative, networking, cabling**, and more.

Content is managed and delivered through AlivePulse, AlivePromo's **web-based fulfillment system** that allows Bayshore to update playlists, schedule by group, daypart, and make content adjustments dynamically - and in collaboration with Steiner where appropriate.

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

Powered by **AlivePulse**



Top: Water fountain digital sign in guest services.
Middle: An outdoor digital signage kiosk
Bottom: An indoor digital directory sign

More images at www.alivepromo.com/publicspaces/zonarosa/