



## CASE STUDY

### Satterley Eden Beach Sales Office

Digital System

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# Satterley Eden Beach Sales Office

## Digital System

Buying a new home is never an easy decision. However, Satterley's Eden Beach Estate, in Perth's northern beaches, has just made the decision process of prospective buyers a little bit more stress-free with a major injection of digital signage in their Sales Office.

So, how can digital signage help? Well, we know that the visual world is intrinsically dynamic, so the use of flowing digital signage information (as opposed to static pictures) has been proven<sup>1</sup> to improve recognition and memory.

Prospective buyers have the choice of interacting with three digital signage screens, all designed to stimulate the visual senses and match to the contemporary blueprint for the Estate.

The first 42" digital display screen fits seamlessly into the main feature wall to present a looping MP4 video showcasing the estate's many features and amenities.

A second inbuilt 65" wall mounted touchscreen in a separate area of the Sales Office features content specifically relating to The Tides development which features distinctive two storey homes. Customers can view and interact with information including a large scale map, image gallery, land and house packages, a 'register your interest' section and real time lot updates with sold stickers. All this information at the touch of a finger!

In another part of the Sales Office, customers can use an

interactive digital map table featuring an inbuilt 65" touchscreen to explore the Master Estate Plan, including all the Estate's stage plans. A Google interactive map, with pins which 'pinch to zoom', allows users to scrutinise the Estate landscape and lot 'pop-ups' on the stage plans provide Customers with precise information relating to their preferred land choices.

Our team designed the content for all signage in collaboration with Satterley's advertising agency, Marketforce. All screens feature anti-glare surfaces to ensure the highest image quality and visual experience.

All in all, a visually stimulating environment providing a buying experience to remember.

References:

<sup>1</sup>Lamberts, Koen et al (2009). Why do people remember dynamic images better than static images?: Full Research Report. ESRC End of Award Report, RES-000-22-2694. Swindon: ESRC





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