

**Mall Communications wins the Bentall Centre
[PRESS RELEASE]**

London, October 2016: Mall Communications has completed the first phase of the contract for the installation of advanced digital wayfinding and advertising at the prestigious Bentall Centre in London. This project allows the company to showcase its full spectrum of customer focused functionality. JCDecaux has been appointed as national sales agent.

New digital 6-sheets with advanced wayfinding on the reverse have been installed at The Bentall Centre, London, the first of its kind in the UK. The screens will reach affluent consumers in close proximity to major retailers including The Apple Store and Bentalls department store, which is part of the Fenwick Group and a major pull for shoppers to Kingston.

Kingston upon Thames is one of CACI's top 20 UK Retail Destinations. The Retail Destinations, outlined by CACI, identify the most important retail centres in the UK based on retail spend in the area. This contract further strengthens JCDecaux's premium mall portfolio, targeting affluent shoppers across the UK.

Phil Tait, Director of Mall Communications said "This installation has been a milestone for our company. We have put a considerable investment into developing a system that balances the needs of the mall owners, shoppers and advertising agencies. In this instance we felt that our best sales partner is JCDecaux who have aggressively promoted this niche in the UK. This installation will serve us well as a further demonstration platform of the latest technology and approach."



Summer layout (above)



Autumn layout (above)



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