



Smart Interactive Signage – Moscow's Central Children's Store

The customer – Moscow's Central Children's Store

Family-friendly Tsentralny Detsky Magazin na Lubyankе shopping and entertainment mall is an ambitious renovation of the legendary Detsky Mir, one of the most popular shopping places of Moscow. Central Children's Store (Centralny Detsky Magazin na Lubyankе) is a unique complex for family and children's leisure, including a retail center offering a full range of goods and services for kids. The legendary store is the flagship of the children's industry in Moscow.

The Scope

This renowned Moscow toy store on Lubyanka Square closed its doors in 2008. The interior was in dire need of a complete make-over, though the

architectural exterior was to be kept authentic.

The Central Children's Store reopened for public in 2015 with a new name and a complete transformation, done by systems integrator Sean. During the redesigning process they were looking for a solution to create a dynamic and interactive shopping experience. Another crucial requirement was that it could respond instantly to changing themes and seasons.

They turned to digital signage to accommodate all the requirements mentioned above. In this ambitious restoration, Auvix, a leading Russian system integrator, was responsible for deploying the digital signage implementation. To power the signage solution they selected PADS4 digital signage software, developed by data

Retail



Wayfinding



Advertising



Interactivity

connectivity experts NDS. With PADS4 NDS was able to meet all of the digital signage needs of this renowned toy store in just one single package. The signage system has become the epicenter of the technology that transformed the giant mall into a breathtaking paradise for customers of all ages.

The Solution

After reopening Central Children's Store is home to more than 100 stores spread over 73,000 square meters. The building is 6 stories high and claimed to be the biggest complex of children's stores in the world. The renovated store is a clash of the old and new. The historical exterior remained untouched, but once inside, visitors will be impressed by the state-of-the-art technology used on every floor.



The digital signage solution includes nothing less than 600 screens, 200 players and more than 30 video walls. At the Central Children's Store, digital navigation kiosks show consumers the way on the six floors that house children's toys and games, a toy museum and an enormous food court hosting a Space playground.



The self-service kiosks are touch screens with interactive maps of the entire building. The interface is plain

and simple to make sure the most important audience understand where to go: the children.

Next to the interactive kiosks, visitors are also guided by dynamic wayfinding near the elevators and in the hallways. Once arrived at the elevators they are confronted with screens displaying inviting offerings from the food court.

To enhance the store's joyful ambience, 55-inch screens have been placed in all corridors, displaying vivid child-friendly video content. In the food court, guests will see panels with the same infotainment, placed below the ceiling.

In the Central Children's Store the interior decoration is subject to thematic concepts and seasonal changes. The large-scale and complex decorations cover all floors of the building, including the corridors. With PADS4 they can directly adapt to new concepts and changes. If required, new content designs can be pushed to each of the 600 displays all at once. Also during promotional activities such as the opening night for a cartoon or a movie, or the introduction of a new book or a game temporary designs can be displayed within seconds.

The Result

The re-opening of the popular Moscow's Central Children's Store resulted in a magical wonderland where young and old are amazed and entertained in every single space they visit.

"PADS4 is the epicenter for the dynamic and interactive shop experience in world's biggest toy store"

Alexander Pivovarov, Auvix

The use of PADS4 digital signage software creates a retail experience that is dynamic, interactive and is able to respond instantly to changing themes and seasons.

All content for the interactive zones, digital navigation and infomercial displays throughout the 73,000 square meters are seamlessly managed with PADS4. This unique interactive signage solution more than exceeds the standard rotating billboard advertisement. It takes shoppers on an amusement park-like journey and offers a new generation of children an unforgettable in-store adventure.



With PADS4 digital signage Auvix delivered a one of a kind multilevel signage control solution, allowing employees to check the status of the operating system remotely and correct any technological issues before anyone notices.

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