



*Westfield*

# SHOPPING CENTRE

Indoor and outdoor digital advertising displays





**Trueform has deployed over 170 interactive digital advertising display screens & pods throughout Westfield's flagship London shopping centre at White City.**

Comprising a range of 49", 55" and 75" interior and exterior digital displays in iconically designed pod housings, the new digital displays form an important part of Westfield's £600 million retail expansion that was launched in March 2018. The extension consolidates Westfield London's position as a worldleading retail and entertainment destination, featuring the best in fashion, dining, leisure, events, services and technology with the customer experience at the heart.

With over 40 years of experience in the design, manufacture and deployment of interior and exterior digital displays and advanced digital display technologies, Trueform have successfully delivered over 50,000 units to premium retail, leisure and transportation locations throughout the World.

This was a significantly important project for Trueform. It provides yet another premium showcase of Trueform's capabilities in the digital retail signage market and a further endorsement of Trueform Digital's market leading expertise.

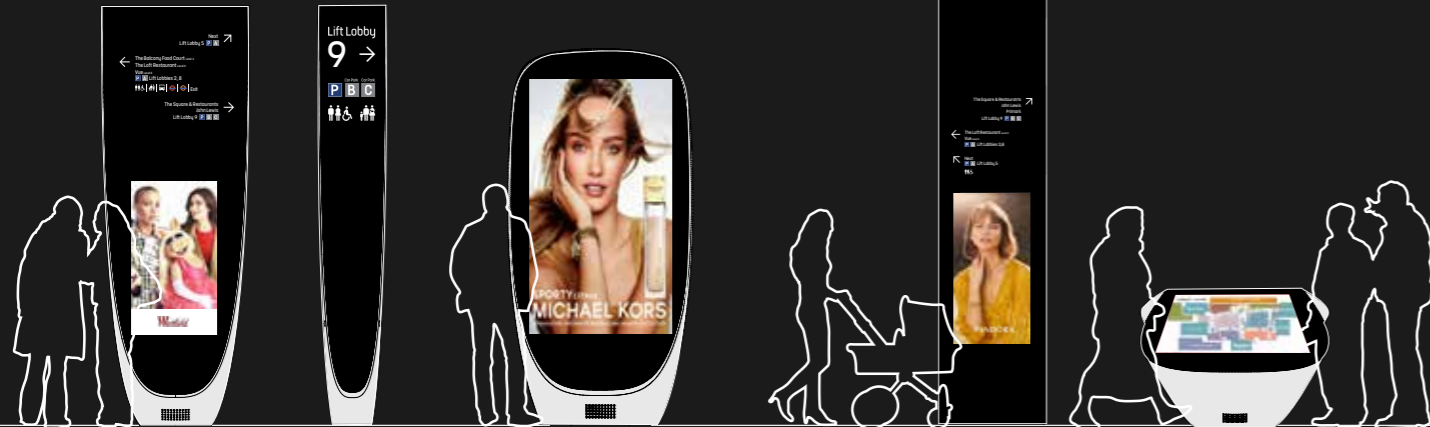


**Trueform's digital totems are the centerpiece at Westfield's London shopping centre**

Trueform's displays have been widely heralded as the most beautiful and advanced digital 6 sheet estate in the Out Of Home market.

Trueform's range of interactive digital advertising displays, deployed throughout Westfield's flagship London shopping centre, were the centerpiece of the grand opening of the new £600m Phase 2 extension.

John Lewis



Trueform Digital are leading designers, manufacturers and installers of outdoor and indoor digital advertising displays, passenger information displays and interactive information kiosks for a range of applications, including Digital Out Of Home DOOH, digital retail, street furniture, wayfinding, telecommunications, SmartCity and SmartMobility. With over 40 years of experience, Trueform have over 50,000 products installed worldwide and have been market leader for many years.

Our customers include outdoor media companies, shopping centres and retail parks, public transport authorities, SmartCity solution providers, strategists, designers and consultants.

Trueform's pioneering digital display and hardware solutions are supported by comprehensive field services, including installation, logistics, commissioning, project management, maintenance and remote monitoring.

## trueform DIGITAL

- 1 In House Product Design & Engineering
- 2 In House Electrical & Electronic Design
- 3 In House Manufacture & Finishing
- 4 In House Signage & Mapping Graphics Production
- 5 In House Electronics & Digital Display Manufacture
- 6 In-House Product Assembly, Test & Software Development
- 7 In-House Foundation Construction, Product Erection & Commissioning Services
- 8 In-House Maintenance Services including Remote Diagnostics & Repair

SQE, ISO 9001, CDM, CSCS, NRSWA, IEE 17 EDITION, APPROVALS TO ADA, ISO 14001, ISO 18001  
Electromagnetic Compatibility Directive 205/18/eec, Low Voltage Directive 73/23/EEC, DDA Compliance, CE Marked, EMC Certification: EN5522:206 - ITE Emissions, EN5524:1998 - ITE Immunity, EN61000-32:206 - Harmonics, EN61000-3-3:1995 - Flicker, Lloyd NERS

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