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DIGITAL COMMUNICATION



Steve Madden Middle East Video Walls



Steve Madden (Middle East), the leading US shoe brand, levels up marketing and advertising strategy through video walls installed in their different branches across the United Arab Emirates.

Digital Communication LLC (DigiComm) installed video walls which are powered using the BrightSign media players. The content is managed locally over LAN in each store.

The video walls installed highlight the business' line of products and campaigns, leading to more customer engagement and business' higher sales.