



DIGICOMM
DIGITAL COMMUNICATION



ZOOM Advertisement Screens



Digital Communication LLC (DigiComm) powers up ZOOM with digital screens for their stores across the United Arab Emirates.

ZOOM is the leading homegrown convenience-store operator with an experience spanning over 25 years in the UAE. As the UAE continued with its development and transformation into an iconic modern state, it also evolved into a modern brand name, leading the industry into a new age of customer experience and service excellence.

DigiComm first installed point-of-sale screens at all ENOC / EPPCO convenience stores and ZOOM Metro Station stores in 2012. Since then, the network has grown significantly.

The c-store deployment stands at almost 200 locations whereby DigiComm creates and manages content for all their in-house promotions. 22" portrait screens have been installed at different stores. They are used to play advertisements. All content is managed remotely over the cloud.