• Creative Applications
• Kay Jewelers New Design
• Not Allowed
• Examples from Fashion Outlets of Chicago
• Examples from 29th Street
Creative Application For Storefront Digital Sign:

Digital signage becomes part of the storefront design
Creative Application For Storefront Digital Sign:

Digital signage becomes part of the storefront design
Creative Application For Storefront Digital Sign:

Digital signage is incorporate within the display window merchandising package.
Creative Application For Storefront Digital Sign:

Digital signage is incorporated within the display window merchandising package.
Creative Application For Storefront Digital Sign:

Digital signage becomes part of the storefront side wall design
Creative Application For Storefront Digital Sign:
Creative solution using digital signage within a fixture display unit
Digital signage becomes part of the storefront design

The back of the unit is used for self-serve monitors
- Not Allowed:
  Pole Mounted Digital Sign
- **Not Allowed:**
  Free-Standing Digital Sign
Examples of Graphic Light Boxes @ Macerich Centers: