

# MEDIA RELEASE

## Lendlease digital screens bring latest technology to regional Australia

**Sydney, 30 June, 2016:** Lendlease has announced the largest installation of large format high definition digital screens throughout their retail assets in regional Australia

Nine screens featuring the latest digital technology will be installed across seven centres - Erina Fair and Macarthur Square in New South Wales, Sunshine Plaza, Caneland Central and Cairns Central in Queensland, Craigieburn Central in Victoria and Lakeside Joondalup in Western Australia.

The large format digital screens, the largest spanning 8 metres by 4.6 metres, feature advanced intelligent technology including real time detection and feedback, require 40 per cent less power than previous digital screens and will incorporate a variety of content including news, weather updates and community announcements.

Lendlease Head of Retail, Gary Horwitz said the new digital screens will not only provide an innovative addition to the retail portfolio but enhance the customer's shopping experience within its centres.

"Digital technology is changing the way we shop in more ways than just online shopping. Customers are in a buying mindset ready to engage with brands within shopping centres," he said.

Digital advertising will be sold and managed by Lendlease's Pop Up Retail team led by National Manager Sally Harding and also sold by leading Out Of Home company oOh!.

Lendlease has a long standing partnership across multiple advertising platforms in its retail portfolio with oOh!.

"oOh! has a proven track record in driving innovation in Out Of Home media and engagement between advertisers and consumers," Mr Horwitz added.

Commercial Director of oOh! Retail, Blair Hamilford said the addition of large format screens would make brands unmissable in front of shoppers and added to the overall shopping experience, propelling Lendlease centres nationally to being among the most progressive shopping, entertainment and leisure destinations in Australia.

"These screens will become part of our Evoke series, which enables advertisers to get their messages to millions of shoppers each week, and easily tailor their messaging according to the time of day, date, news, events or weather," Mr Hamilford said.

For further information visit [lendlease.com](http://lendlease.com) and click on the Retail Pop Up section under Retail.

**ENDS**

**For further information, please contact:**

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**About Lendlease**

Lendlease is a leading international property and infrastructure group. Listed on the Australian Securities Exchange and with circa 11,900 employees worldwide, Lendlease's capabilities span the property value chain.

In Australia we offer development management; investment management; project management & construction and asset & property management. Our expertise covers multiple sectors including commercial, residential, retail, retirement and infrastructure.

Lendlease Retail portfolio consists of 16 shopping centres and seven urban retail precincts including Barangaroo. With over 40 years' experience, we deliver high-quality retail experiences nationally through our integrated model and comprehensive property platform.

[www.lendlease.com](http://www.lendlease.com)

**About oOh!**

oOh! is a leading operator in Australia and New Zealand's fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions.

Our network is unparalleled, with a diverse portfolio of static and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafés, fitness venues, bars and universities.

We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.

## Lendlease large format facts

- 9 large format digital screens across Australia
- 6 landscape and 3 portrait screens
- 7 centres across 4 states
- Industry-leading digital technology, Pro UHD-Series won InAvation Awards 2016 Winner of large format display/videowall product
- Intelligent technology with Advance video pro, colour & contrast ratios
- Full monitoring system includes real time detection and feedback
- 40% lighter
- 40% less power consumer with durable aluminum cabinet design
- Ultra-bright versions at Craigieburn Central and Lakeside Joondalup

| Large Format Digital Screen Snapshot |                     |  |
|--------------------------------------|---------------------|--|
| Centre Name                          | Centre Location     | Digital Screen details   |
| Erina Fair                           | Central Coast, NSW  | 2 landscape screens<br>Centre Court & Boardwalk<br>5750 x 3168 mm                          |
| Macarthur Square                     | Macarthur, NSW      | 1 portrait screen<br>Centre Court, level 2<br>3456 x 6912 mm                               |
| Sunshine Plaza                       | Sunshine Coast, QLD | 1 portrait screen<br>Myer Atrium<br>3456 x 6912 mm   |
| Caneland Central                     | Mackay, QLD         | 1 Landscape screen<br>Above Bright Eyes retailer<br>8064 x 4608 mm                         |
| Cairns Central                       | Cairns, QLD         | 1 Portrait screen<br>Centre Court<br>3456 x 6912 mm  |
| Craigieburn Central                  | Craigieburn, VIC    | 1 landscape screen<br>located externally<br>7680 x 2880 mm                                 |
| Lakeside Joondalup                   | Joondalup, WA       | 2 landscape screens<br>the Great Space and South Mall<br>8064 x 4608 mm and 7040 x 2880 mm |