SCHINDLER AHEAD AD-SPOT

ADVERTISE PROMINENTLY. ENGAGE IMMEDIATELY.

Schindler Ahead Ad-Spot is a new channel for advertising on escalators in shopping malls and public areas. Visitors and pedestrians will be thrilled as building managers can display content in real-time via the Ad-Spot App.

ADVERTISING OPPORTUNITIES

Schindler Ahead Ad-Spot offers a new way of running real-time campaigns and supporting point-of-sale events at malls. The web-based content management system enables building managers to select the desired escalators, update content remotely, use a personalized playlist, and adapt quickly to events. In addition, mall and retail managers can benefit from ad contacts as passengers walk by.

FOR EVERY ESCALATOR

Schindler Ahead Ad-Spot is available for new escalators and can be selected as an upgrade for installed Schindler escalators. The integrated system is part of the lateral cladding. When applying Schindler Ahead Ad-Spot on existing products, the displays are installed using a special frame and display. The system is powered by Schindler Ahead, the digital services solution, and so is ready for wireless updates.
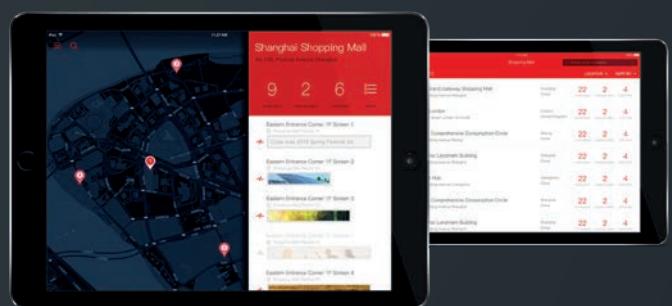
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AHEAD AD SPOT DISPLAY AND APP

The display is suitable for indoor and outdoor applications. The frame of the on-top installation is waterproof, engineered for easy maintenance and the LED displays are available in various sizes. With the Schindler Ahead Ad-Spot App, building managers have a new and convenient way of engaging with their environment as the App enables the posting of messages, ads and photos on the display. The App is available for iOS and Android.

USER FRIENDLY INTERFACE

An intuitive user interface comes with the installation of Schindler Ahead Ad-Spot. The web-based system enables the integration of all Ad-Spots, and even those installed later.

BENEFITS

New interaction
Engage visitors and pedestrians as soon as they approach Schindler Ahead Ad-Spot. Bold display screenings and the Ad-Spot App make this an engaging experience.

Remote content updates
Personal playlists for one location or multiple premises can be defined and the content adapted to any event.

Greater customer engagement
Offer retailers a new and more individual way to engage with potential customers, as ads can be tailored to the specific environment and point-of-sale activities.

SCHINDLER AHEAD.
SMART URBAN MOBILITY.

Find more information on Schindler products.

Just scan the code with your mobile phone, using free QR code scanner software. This is either pre-installed on your phone or easily downloadable for free.

Schindler