



PRESS RELEASE

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Shopping Center Promotes Retailers and Increases Revenue with Navigo®

CROFTON, MD, OCTOBER 24, 2014: Interactive Touchscreen Solutions, Inc. recently installed their Navigo digital sign for the shoppers at Cady's Alley in the Georgetown area of Washington D.C.

The high-end and very eclectic shopping area, known as Cady's Alley, is only accessible through the back alley of Georgetown's M Street. The variety of home goods, furniture, art and clothing creates a one-stop shopping experience for those seeking a special look.



"The variety of stores and specialty shops in this area is appealing for those who are looking for just the right item," said Natalie Bobila, vice president of sales and marketing. "Our charge was to create an eye catching sign to attract and educate shoppers as to what is available through the alley."

Using a climate controlled touchscreen interface that sits in the Alley, Navigo displays a directory map while constantly advertising the offerings of Cady's Alley retailers.

Throughout the shopping area are small alcoves used as mini showroom displays for various stores. ITS, Inc. designed and fabricated a custom solution to present the Navigo digital sign to shoppers while securing the technology from outdoor elements.

"Retail providers are finding that shoppers are looking for that digital experience at home and at the store," Bobila said. "Navigo allows for managers to showcase their existing tenants, gain more shopper traffic, list area amenities and highlight space available. The customized software also put the users in charge of finding their destination with confidence. Showcasing all stores allows users to explore shops they normally wouldn't notice through the interface."

Interactive Touchscreen Solutions, Inc. provides touchscreen directories and digital signage for Corporate Buildings, Hospitals, Government & Private Facilities, Universities, Museums and other Public Buildings. Interactive Touchscreen Solutions, Inc. product line, Navigo, includes solutions for Wayfinding, Digital Signage and Visitor Badging/Processing. For more information on recent installations and general product information, please contact Interactive Touchscreen Solutions, Inc. at (800) 652-4830.

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