



## Simon Expands Network Of Interactive Digital Directories

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### Newly enhanced directories create seamless digital experience for shoppers

NEW YORK, Oct. 31, 2016 /PRNewswire/ -- Simon, a global leader in retail real estate, is rolling out new, interactive digital directories to nine centers in time for the busy Holiday season with a broader roll out planned for next year.



These enhanced, innovative digital directories incorporate the latest in digital wayfinding and interactive capabilities and are designed to provide shoppers with convenient access to what's going on at their favorite mall through an engaging new user interface.

"Simon is a leader in this space with an unmatched network of over 175 screens deployed across the country," said Mikael Thygesen, Simon's Chief Marketing Officer. "It's an important customer amenity that our shoppers interact with quite regularly. We felt it was time to develop the next generation of this technology and elevate the consumer experience even further. Judging from the strong positive feedback received from shoppers already, I think we've achieved our goal."

These next generation units use 65", LCD, full HD touchscreens and are strategically located in high-traffic areas, coming to life when a shopper walks within a few feet of the screen. The digital interactive maps highlight the location of shops and services and display the fastest route for shoppers to take. Shoppers also have the option to send those directions to their mobile device through a variety of digital communication channels (beacons, NFC, SMS, etc.). A universal search option allows for a quick search of stores, dining options and services. Information on the latest offers and deals available from retailers and restaurants equips shoppers with all the information they need to make their shopping trip productive and enjoyable. In addition, the digital directories utilize the latest location-based marketing technology to allow brands to connect directly with their customers with real-time, relevant information.

The new units were unveiled as part of King of Prussia's grand reopening festivities in August and are also installed at Clarksburg Premium Outlets (Clarksburg, MD); Copley Place (Boston, MA); Fashion Centre at Pentagon City (Arlington, VA); Florida Mall (Orlando, FL); Forum Shops at Caesars Palace (Las Vegas, NV); The Galleria (Houston, TX); The Westchester (White Plains, NY); Stanford Shopping Center (Palo Alto, CA) and Del Amo Fashion Center (Torrance, CA). Installations to expand the network will continue on a rolling basis.

These next generation units were created in partnership with Gable, an award-winning provider of digital displays that helps businesses connect and engage people through effective visual communications, and Acquire Digital, whose digital signage, wayfinding and interactive development tools are being used by Blue Chip brand names around the world.

#### About Simon

Simon is a global leader in retail real estate ownership, management and development and a S&P100 company (Simon Property Group, NYSE: SPG).

Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit [simon.com](http://simon.com).



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