



## **Simon and elevate DIGITAL to Launch Interactive Digital Concierge Network in U.S. Shopping Centers**

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**Unique "digital concierge" services providing way-finding, retailer offers, interactive applications, digital advertising and connections to social and mobile to be installed in Simon retail locations to enhance shopper experience and access to information**

INDIANAPOLIS, June 11, 2014 /PRNewswire/ -- Simon®, a leading global retail real estate company, has announced a collaboration with elevate DIGITAL, a leading developer of engaging interactive digital technology, to install "digital concierge" solutions in a number of Simon's U.S. retail destinations.

elevate's interactive technology displays will provide Simon's mall visitors with a virtual way-finding experience to help them navigate the mall, find deals, events, promotions and also take relevant information with them on a mobile device. Shoppers can easily engage with the digital concierge app to sign up for news and updates, take and share fun photos, interact with advertising, download mobile apps, RSVP for events and much more.

"Enhancing the shopping experience of our visitors through accessible, easy to use technology is a top priority for Simon," said Mikael Thygesen, Chief Marketing Officer of Simon. "Offering a digital concierge through elevate DIGITAL's interactive display solution increases the level of service to our customers and seamlessly integrates on-mall and personal technology into their journey of discovery at our centers."

"By bringing interactive digital technology and connective advertising to Simon shopping destinations, we are able to truly activate shopping through a touch-screen experience," said George Burciaga, CEO and founder of elevate DIGITAL. "We believe this collaboration is a natural fit and advances our shared goal of creating a positive, memorable consumer experience for Simon's customers."

The elevate DIGITAL platform enables a uniquely interactive experience comprised of connective services, messaging and data at street level to more deeply engage shoppers, addressing their information needs and creating exceptional, lasting experiences. The elevate digital concierge is now live at Simon's Arundel Mills in Hanover, MD, and Simon is planning to implement this technology in 30 U.S. markets by the end of 2014.

### **About elevate DIGITAL**

elevate DIGITAL interactive displays enable the management and distribution of data, content, applications and connective advertising and messages in a consolidated platform. The elevate DIGITAL platform is offered on multi-touch display units that can be deployed into any location, and provides a personalized full sensory customer experience. For more information, visit [elevateDIGITAL.com](http://elevateDIGITAL.com).

### **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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