

DIGITAL SIGNAGE CASE STUDY – URMAS SHOPPING CENTRE

Case Study - 22.10.2025



Background

Urmās Shopping Centre, one of the busiest retail hubs in Kaunas, Lithuania, were looking to expand their use of digital signage across their large site. Their goal was to provide additional promotional opportunities for retailers, vendors, and restaurants within the centre by installing new outdoor screens on columns in the colonnade on the north side of the centre. While they already had a small number of digital signage screens in place, they wanted to extend this network and improve on the reliability of their existing solution.

In June 2025, the shopping centre turned to our partner, a local signage company based less than ten minutes away. Known primarily for traditional shopfront signage and lightbox technology, our partner had recently begun offering digital signage solutions and were well positioned to deliver a modern upgrade.

Challenges

The existing outdoor displays presented a number of problems for Urmās. Routine maintenance was time-consuming as the screens had to be completely removed from the wall, requiring multiple staff and resulting in extended downtime. The management team also wanted to streamline control of all displays from a single content management system. Their current CMS was proving unreliable and unintuitive, and they were keen to switch to a more capable platform that could also integrate their older displays.

The environmental conditions of Lithuania also posed a challenge. The new displays would need to operate reliably year-round, enduring freezing winters with heavy snow as well as hot summers.

Solutions

To address these issues, four units of the new 4K Elite Outdoor Advertising Displays were supplied and installed. Our partner had already seen the difference in quality between the Elite range and other outdoor displays, and were impressed by the superior image clarity and build quality. The Elite displays have a hinged front panel, allowing easy access to internal components so that maintenance could be carried out quickly and safely by a single technician whenever required.

Products

4 x 4K Elite Outdoor Advertising Displays

Each display was supplied with a lifetime licence for our CMS, giving Urmās access to both content scheduling and device management features. Importantly, their existing units were also brought under the same CMS through a simple software upgrade and the addition of two further licences. This centralised control meant that all of the centre's outdoor displays could now be managed from one intuitive platform.

Built to withstand tough conditions, the 4K Elite Outdoor Advertising Displays feature an IP56 rating, double water sealant protection, and intelligent environmental controls. Integrated sensors automatically regulate the internal temperature using heaters and cooling fans, ensuring that the displays remain at optimum performance regardless of the weather.

Results

The four new displays were installed in August 2025 by our partner, who also provided full training for Urmās staff on the CMS. The project was a success for all involved, with both the shopping centre and the integrator delighted with the outcome. The shopping centre has already seen the benefits of the new system and is planning to expand its network of outdoor digital signage further in the near future.