

## Lift projection in City West Chur shopping centre

Visitors to the City West shopping centre in Chur are entertained with advertising in front of the lifts. This new projection advertising format is made possible by a partnership between the lift company Schindler Aufzüge AG and APG|SGA. This innovative pilot project enhances the existing Shopping ePanel range at the City West Chur shopping centre.

### Details

**Video:** <https://www.youtube.com/watch?v=eAthcULqox8&feature=youtu.be>

|                          |                                 |
|--------------------------|---------------------------------|
| <b>Year:</b>             | 2019                            |
| <b>Product:</b>          | Various                         |
| <b>Industry:</b>         | Services                        |
| <b>Origin:</b>           | APG SGA                         |
| <b>Categories:</b>       | Use of Media<br>Special Effects |
| <b>Implementations:</b>  | Lift projection                 |
| <b>Suppliers:</b>        | -----                           |
| <b>Posting Period:</b>   | Since October                   |
| <b>Standard Formats:</b> | ePanel                          |

