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Mall of America® launches industry-first digital directories powered by Express Image

BLOOMINGTON, Minn. (June 7, 2017) – Mall of America, the nation's largest retail and entertainment destination, recently debuted nearly 100 digital directories to help guests navigate the 5.6 million square foot property with added ease. This industry-leading project is the first of its size and scope, and was developed by Express Image.

With 700,000 unique sessions in a month since the tiered installation began, Mall of America has seen the average dwell time from the physical directories drop from over three minutes to less than 40 seconds on the digital directories.

This decreased time spent searching, provides the guest with the information needed to more easily find their destination, whether that is a retailer, attraction or dining spot. To further cater to the guest, the directories offer the option to text a map view with step-by-step navigation to a cell phone, at which point the guest has the opportunity to text live with a Mall of America digital concierge.

The personalized experience of interacting with an individual through the digital concierge program leads guests to further discover the property in ways they may not have considered, ideally increasing the overall length of stay at MOA. Whether it be a gift recommendation, dining reservation, question about brands or a parking reminder, the guest can take the guessing game out of shopping and entertainment, allowing them to use their precious time in the way that they want, rather than searching for answers.

Mall of America partnered with Minnesota-based Express Image to launch the first-of-its kind, property-wide digital directory program. "It was a pleasure to work on this project with MOA because they knew exactly what they wanted to provide their visitors and worked closely with our technical and development team to collaborate on a solution," said Jeff Sarenpa, President of Express Image. "The result is something we both envisioned and can be proud of – a unique, truly revolutionary personal wayfinding experience."

Jeffery Sarenpa, Director of Customer Facing Technology, "The directories are built on Google's Chrome OS platform, utilizing Intel technology because of its security, reliability, and ease of development. Chrome OS removes typical operating system headaches and allows us to focus on what we feel is most important – building immersive, effective experiences for our customers and their end users."

The digital directories are a part of the continued development of services and offerings that enhance the guest experience for more than 40 million annual visitors. The directories can be translated to nine different languages in order to accommodate international visitors and multilingual guests, including Spanish, French, German, Chinese, Somali, Portuguese, Hmong, Japanese and Arabic.

"We want our guests to spend their time having fun at MOA, not searching for answers, and these directories save a significant amount of time and ease navigation around the property. We continue to find ways to accommodate our guests – both in person and through innovative technologies like our directories – and make sure they have the best experience possible," said Jill Renslow, SVP of Marketing and Business Development at Mall of America. "Express Image understands that need for our guests and has helped develop an outstanding product to help our visitors during their stay."

For more information on ways Mall of America is working to personalize and enhance the overall guest experience, visit mallofamerica.com, or follow Mall of America on Facebook, Twitter and Instagram.

ABOUT MALL OF AMERICA®
Mall of America (MOA) is the largest shopping and entertainment complex in North America. At 5.6 million square feet, MOA boasts more than 520 world-class retail stores and restaurants; Nickelodeon Universe, the nation's largest indoor family theme park featuring 27 rides; SEA LIFE Minnesota Aquarium, home to sharks, sting rays and an amazing underwater tunnel; FlyOver America a 4D immersive flight adventure; Crayola Experience; Rainforest Care; Hard Rock Café; the nation's longest indoor zip line and an 18-hole mini golf course.

The Mall, a top American tourist and vacation destination, opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul and adjacent to the MSP International Airport. Mall of America hosts more than 400 events annually, including concerts, book signings, celebrity meet-and-greets and community-focused cultural events. The Mall is also home to a 500-room Radisson Blu hotel, a 342-room JW Marriott hotel; office tower; grand entrance and more. Follow **Mall of America** on **Facebook, Twitter** and **Instagram**, and visit our **blog**. Download the Mall of America app from the App Store for iOS or Google Play for Android.

ABOUT EXPRESS IMAGE

Express Image, with offices in St. Paul and Spring Lake Park, MN, is an all-inclusive, interactive digital and print solutions provider with over 70 years of experience. Express Image delivers immersive experiences through digital and print place-based media offerings to a variety of industries. Our digital and print experts will *develop and customize a one-of-a-kind solution* that will adhere to your brand's distinctive guidelines and extend your brand's message. From concept to completion, our hardware, software, design and wide array of print capabilities sets us apart by providing a perfect blend of omni-channel solutions.

Digital offerings include Wayfinding Directories, Smart Kiosks, Digital Signage Displays, Digital Menu Boards, Projection Systems, Mobile Applications, Web Development, and many other turn-key digital solutions. Printing services include Big, Small, and a variety of Specialty Printing options. For more

information on our **Interactive Wayfinding Technology** and other services, please visit **ExpressImage.com**. To stay updated with content, follow us on **LinkedIn** or subscribe to our **blog.**

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