

SignStix Partners Up with Smart LED

Written by Bob Snyder
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Smart LED is the latest partner to join **SignStix**'s partnership network in delivering large-format digital displays and multi-touch experiences across a range of sectors, including retail.

Smart LED is a sub-company of established audio visual hire specialist **Smart AV**, which owns one of the largest fleets of LED, multitouch and interactive audio visual technology available for hire within the events and exhibition industry.

SignStix is an award-winning digital engagement platform, a cloud-based **Software-as-a-Service (SaaS) solution** used by commercial and corporate enterprises to drive engagement and enhance customer experiences.

Earlier in the year, SignStix worked with Smart LED to build an impressive 52.5sqm video wall display for **TK Maxx's Munich flagship, now the clothing retailer's largest store in Europe**. The installation provides TK Maxx with the ability to effortlessly takeover all video wall content in real-time or schedule seasonal and promotional campaigns ahead of time.

SignStix and Smart LED are also working with a leading online fashion retailer who are set to

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open their first ever brick-and-mortar store this month.



Nick Fearnley, SignStix CEO, *[shown in photo]* adds, “We are delighted to have Smart LED join our multi-skilled network of partners. Our partnership has already resulted in a number of exciting digital retail projects and we are looking forward to continuing our work with them.

“As we have continued to expand our international presence and project portfolio, we have gained major success within the fashion retail and footwear sectors - 2017 is set to be another remarkable year for both SignStix® and our partners.”

“We are delighted to announce this partnership with SignStix whose support and high-standards allow us to easily deliver the software side of our proposition to clients,” comments Smart LED Managing Director Ryan Walker.

“Smart LED continues to rapidly grow and work in partnership with some of the world’s leading retail, corporate and advertising brands and we see the digital signage solutions from SignStix as a valuable part of our delivery and offering.”

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