

Best Digital Signage APPLICATIONS

DIGITAL SIGNAGE IN A RETAIL STORE, LOCAL ROLLOUT

- Unified Brand and Scala for Camelback Toyota. Camelback Toyota, located in Phoenix, AZ, has moved into a new, state-of-the-art, 62,000-square-foot showroom alongside a 65,000-square-foot service facility. After a vendor search, Camelback Toyota contacted Phoenix-based Unified Brand to help with developing a digital signage network that would offer custom content and a high-end brand experience. Working closely with Scala, Unified Brand put the pedal to the metal to create a sophisticated digital signage network with an expansive fleet of flat-screen TVs and delivered all the customized content Camelback Toyota was seeking, including a “build your car” feature.



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