



# Discover Apsys Lab

THINKING OF SHOPPING CENTRES AS PLACES OF CONSUMPTION IS NOT ACCURATE ANYMORE. SUCH PLACES MUST PROVIDE EMOTIONS – CREATE A PLEASANT EXPERIENCE, SURPRISE AND INSPIRE.



The 21st century has completely changed our perception of public spaces. The emergence of new technologies, an expanding role of social media and the digitalisation of almost every aspect of life, has forced urban spaces to acquire a new, previously unknown character.

The challenges faced by modern shopping centres have prompted us to set up a special structure within Apsys Group. We established APSYS LAB, which is a think tank whose main objective is to monitor new trends in the industry and generate innovative solutions. Our goal is to create centres tailored to the needs and expectations of today's tenants and customers.

APSYS LAB  
OPERATES PRIMARILY  
IN 4 AREAS

*Customer experience*

*Customer service*

*New technologies and social media*

CONCEPT "DIGITAL IMMERSION"

*Smart management*







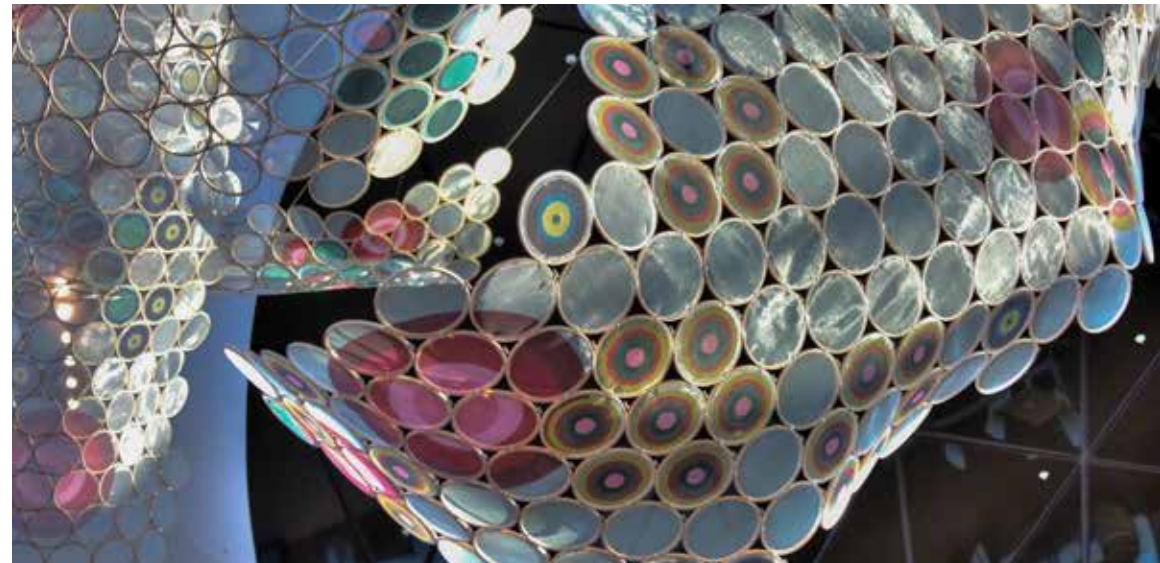


# Unique customer experience

WE CREATE MALLS THAT FASCINATE, INSPIRE AND BUILD AN EMOTIONAL BOND WITH CUSTOMERS. WE WANT TO CREATE A POSITIVE AND REMARKABLE EXPERIENCE.

## Art TOUCH

The expectations of urban residents when visiting public places have evolved – people today want friendly and comfortable spaces, that are well designed and of high aesthetic value. We have taken into account all the social and cultural changes and created zones where art is an integral part of the design. We invite various artists to create unique installations. We provide them with a venue where they can exhibit their work.







## *Dining* VILLAGE

The food court area has been separated as an autonomous concept and it is now called the DINING VILLAGE to emphasise its broad and unusual offer as compared to other shopping centres. It comprises cuisines and flavours from around the world. The zone is also diverse in terms of how it serves food: there are fast food, casual dining and slow food restaurants.



# Kids' HOUSE

Children are particularly demanding customers. And they are fans of new technologies too. That's why we have special attractions for them such as an interactive playground with a LED floor, as well as a games' table with an interactive touch screen.



# Home SWEET HOME

As part of the Dining Village, the Home Sweet Home area is designed with both children and teenagers in mind! Our youngest clients can make use of kid-friendly furniture, toys and games, while the slightly older ones can chill out on the comfortable seating, or make use of the large table, TV and books.





# Chill-out AREA

We strive to create unique spaces for relaxation – the kind of places which make you want to stop and chill-out. This is achieved by comfortable seating, wood panelling covering the floors, dim lighting and soothing music, all aimed to create a cosy feeling. The intriguing arrangement and furniture design emphasise the zone's particular character. Other noteworthy features include a pianola: a piano which can play by itself. Of course, visitors are also welcome to play the instrument at their leisure. For those of a more introverted personality the Sonic chairs are good alternative. In these designer chairs, customers can listen to their favourite music straight from their phone or tablet.





## Outdoor EXPERIENCE

Modern amenities outside of the building encourage customers to visit the centre. We create solutions that are attractive all year long. To achieve this, we combined a multimedia fountain, which enchants visitors during the summer with an exciting spectacle of water, colour and light, with an ice rink in a winter season.

## Selfie FRENZY

This solution ties in very nicely with the latest trends in social media.

### SELFIE TRUCK

Is a stylised photobooth which allows users to take selfies. Owing green-screen technology, users can select various backgrounds for their images and download them onto their smartphones, or send them via e-mail.

### SELFIE POINT

Customers can take selfies at the shopping centre and then display them on the mall's big LED screen.

### SELFIE FUN

The Selfie Fun application allows users to take photos, use one of dozens of filters, and then send their picture to the big screen at the centre.





# Premium ZONE

CONCEPT "CRYSTAL FORUM"

Apsys has also created special zones for our most demanding clients, where they can find exclusive labels and collections by young designers. The premium character of the brands is emphasised by the quality surroundings and high class interior design and decoration. These elements are highlighted by the lighting and artistic installations. The result is more akin to a foyer at an exclusive theatre rather than a run-of-the-mill shopping centre. In these places there are concierge points, at which customers can use of premium services.



# Premium LOUNGE

This service for loyal customers is a new standard at shopping malls. Visitors have access to all premium services, or can simply relax in a cosy atmosphere while enjoying complimentary beverages.



# Excellence in customer service

AT APSYS LAB, WE FOLLOW AND ANALYSE THE LATEST TRENDS ON THE RETAIL MARKET AND CREATE A CATALOGUE OF BEST PRACTICES AND SOLUTIONS FOR ALL OF OUR CENTRES IN POLAND AND FRANCE.

## Collect & TRY

This is an innovative solution on the market which meets the needs of our customers. In this day and age it is easy to order goods on the Internet, but it is slightly more difficult to actually pick them up. We offer our customers the possibility to collect such goods while shopping at the mall. For their convenience there is also a changing room available. If the items ordered are not to the customer's liking, our staff can help in pack and send them back.







# Home DELIVERY

While still a novelty on the market, this service delivers customers' shopping to the address of their choice. Customers can shop to their hearts' content, and do not have to carry their shopping all the way home.

ONE OF THE TRADEMARKS OF APSYS LAB IS CONSTANT DEVELOPMENT: WE ARE NOT AFRAID TO GO OFF THE BEATEN PATH AND TAKE A CHANCE.

A service which solves the problem of carrying shopping bags around the centre! Thanks to this service, all the shopping will be collected by mall's staff and wait for customers in a dedicated area at a convenient location.

# Handsfree SHOPPING





## Concierge SERVICE

This is more than an information point. It is a place where customers can book a table at one of the mall's restaurants, a bowling session or cinema tickets... all at one desk. This allows our clients to plan their visit more effectively and enjoy our wide range of services.

## Personal STYLIST

The support of a specialist familiar with the latest fashion trends can be invaluable. Especially when that person knows the mall inside out. Now it is easier for customers to find exactly what they are looking for.

## Special programme FOR CREDIT CARD HOLDERS

Customers are rewarded when paying for shopping with a co-branded credit card specifically designed for the centre.





# Valet PARKING

A service which is unique for a shopping mall: valets park cars for customers, saving their time. This is a very convenient solution for those who love shopping without the hassle. APSYS has adapted this service – which has until now been exclusively associated with luxury hotels and restaurants – for the comfort of its customers.

## Driver CARE

We know how important it is for parking at shopping centres to be a pain free experience. We have therefore created driver-friendly solutions. Guarded parking areas are the bare minimum which drivers expect these days. But we offer a lot more, and not only solutions such as VALET PARKING, but also a smartphone app (which shows available parking spots and guides customers to their parked car). Since electric vehicles are becoming more and more popular, we have provided several charging stations at our shopping centres.



## Bike- FRIENDLY

We offer comprehensive solutions for cyclists – not just bike racks, but also lockers and clothes dryers. There is also a self-service station equipped with all the bike tools customers may need.

# Digital immersion

NEW TECHNOLOGIES AND SOCIAL MEDIA

We have created a unique ADVERTAINMENT tool by combining two worlds: interactive entertainment and advertising. We are continuously perfecting the development of its potential.

This system integrates state-of-the-art large format LED screens with Kinect and Augmented Reality technology. It is important to note that this kind of a solution is unprecedented on an European level.

A crucial aspect of such systems is the ability to easily use them in promotional activities. With solutions at the software level, we have ample opportunities to adapt to advertisers' specific expectations so far. This way many companies can benefit from the latest technology to communicate with their customers.

## Advertainment

A combination of entertainment, advertising and information.

### EASILY CUSTOMISED APPLICATIONS

Mobile apps which are designed to optimise the cost of using the latest communication tools.

### INTERACTIVITY – A UNIQUE EXPERIENCE

A system which allows presentation of content in an interesting way. This solution does not display static information. Instead it dynamically responds to what users do.

INTERACTIVE DIGITAL  
EXPERIENCE & ADVERTISING







IN THE MODERN WORLD, CUSTOMER EXPERIENCE BEGINS AT HOME, WHERE CUSTOMERS CAN PLAN THEIR TIME AT THE CENTRE, CHECK OUT SPECIAL OFFERS AND SALES, AS WELL AS FIGURE OUT HOW TO GET THERE, EITHER BY CAR OR PUBLIC TRANSPORT. TO ENSURE MAXIMUM CONVENIENCE FOR OUR CUSTOMERS, WE HAVE CREATED INTERACTIVE APPLICATIONS AND WEBSITES. WE WERE GUIDED BY A DESIRE TO PROVIDE CUSTOMERS WITH AS MANY ONLINE SERVICES AND INFORMATION AS POSSIBLE.

## *Innovative* SOLUTIONS

At our centres we create impressive display systems using such innovations as: large-format LED screens, transparent LED display technology, as well as dedicated content which allows us to show off the full potential of the screens. The addition of Kinect sensors lets users interact with this technology.

## *Interactive* KIOSKS

The interactive kiosks we have developed are also chock-full of user friendly solutions. Not only do they tell customers how to get from point A to B, but also provide a detailed description of stores, public transport routes, cinema screening times, as well as invite a visitor to fill in a satisfaction survey.







CMS MANAGEMENT IS AT THE HEART OF EVERYTHING THAT IS GOING ON AT THE CENTRE, AND COMBINES A WEBSITE, A MOBILE APP, AND INTERACTIVE KIOSKS. THIS ALLOWS OPERATORS TO EFFECTIVELY MANAGE LARGE AMOUNTS OF INFORMATION WITH MINIMUM EFFORT.

## *Data* MANAGEMENT

Our centres use both CMS (Content Management System) and CRM (Customer Relationship Management) on a daily basis. The CRM allows operators to safely gather customers' data and create their profiles that can be used to create targeted communication. All that while maintaining strict standards of personal data protection.



## *Mobile* APPLICATIONS

Our mobile applications include many functional solutions, for example.

**INTERACTIVE MAP** – navigate to the desired location using geolocation technology based on Wi-Fi.

**PARKING ASSISTANT** – a solution which shows customers free parking spaces as they are entering the centre, and then – after the visit – the app reminds customers where they have parked their car.

**PERSONALISED GREETING** – we can greet visitors at the shopping centre with a specialized personal greeting.

**PROMOTIONS** – list of current sales and special offers at the centre.

**BOOK & PAY** – the option to pay using PayU – one of Poland's largest money-transfer services – to pay for various services ordered at the centre.

**NAVIGATION** – integration with Google Maps – this application will tell customers how to get to the centre by car or public transport.



# Smart management

SMART MANAGEMENT CONSISTS IN SOLUTIONS AIMED AT MAXIMISING MANAGEMENT EFFICIENCY.

We apply our know-how and use technological solutions to increase management efficiency. Our goal is to decrease costs of centre maintenance and reduce negative impact on environment.

Our facilities have been BREEAM certified in terms of assessment of their energy efficiency and environmental performance.

We are looking for modern solutions in the area of display advertising at shopping centres, i.e. directly at points of sale. Market research confirms that this is one of the most efficient ways to reach the consumers and, as a result, it is sought for by advertisers.

The best part of our job is applying our know-how to create the most attractive and exciting moments. Because shopping is not only a necessity, but also a fun experience. At APSYS LAB, we create memories.



# APSYS GROUP

WORLD CLASS LEADING DEVELOPER AND MANAGER

For more than 20 years, Apsys has designed, created and managed spaces that inspire emotional connections, in both France and Poland. The ambition of Apsys is to make people's life and cities more beautiful. Among the company's largest developments are Beaugrenelle in Paris and Manufaktura in Łódź (both winners of the European Shopping Centre Awards) as well as Posnania recently opened in Poznań/Poland.

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