

This is
tomorrow's
standard



A digital advertisement for a car rental service. The ad features a blue car and the text: "Hyrbilar, när du vill köra premium men endast betala ekonomi." Below the text is the logo for "SMA" (Swedish Motor Association).

SUSHI
YAMA

sms

SMART MEDIA SOLUTIONS

TM

WISH LIST

- + Visually attractive.
- + Must be able to blend into all types of surrounding.
- + Must not give a strong impression of advertising.

“We wanted a solution that was aesthetically adapted to the station environment, while not contributing to the media noise.”

Lars-Christer Andersson, Jernhusen Media

Jernhusen set some very clear requirements when it invited tenders for new advertising displays at its stations in Stockholm, Gothenburg and Malmö. The units must be visually attractive, and preferably integrated with the facades or the surroundings. Lars-Christer Andersson points out that the company was very careful to find a solution that would appeal to the end customer, which in this case was passengers. If they didn't like the displays, the message would not have the intended effect and advertisers would not purchase advertising slots. It was a challenge to present media channels that blended into not only the special architecture of the older station buildings (from the turn of the 19th century) but also more modern surroundings such as Cityterminalen in Stockholm and Malmö Station.

"We decided that SMS' basic suggestion was the design that worked best. Further, SMS was prepared to listen to the desires of our architect Tengbom, and this led to an even purer design than the Media Cabinet that was originally proposed. Creative solutions and an ability to follow a tight schedule were further reasons that we eventually decided to choose SMS."

For SMS, this was a valuable pilot project, and it showed how it is possible to solve the communication needs of many different customers based on standard components.

Three central installations are pioneers for your sales of the SMS Media Cabinet.

The pilot cabinet of "Indoor" type mounted at train stations in three of Sweden's largest cities make the step to a new commercial standard product short. Meeting the stringent requirements of these customers showed that we have what it takes to create a high-quality high-volume product. The installations came about through a collaboration in which SMS developed the actual cabinet, while VisualArt was responsible for the content.



när du
remium
last
nomin.

spirit of mobility



rent a car



Hyrbilar, när du
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the spirit of mobility

Gate 2

The slim, elegant design makes it possible to mount several Media Cabinets next to each other without creating an overdominant effect. The double mounting exposes the message to both arriving and departing passengers.



Ceiling mounting gives a light and airy impression.





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