



—
english
edition

city

/ outdoor

/ instore

/ digital

/ print

/ expo

Bratislava
Budapest
Cracow
Poznan
Tbilisi
Warsaw
Vilnius
Wroclaw

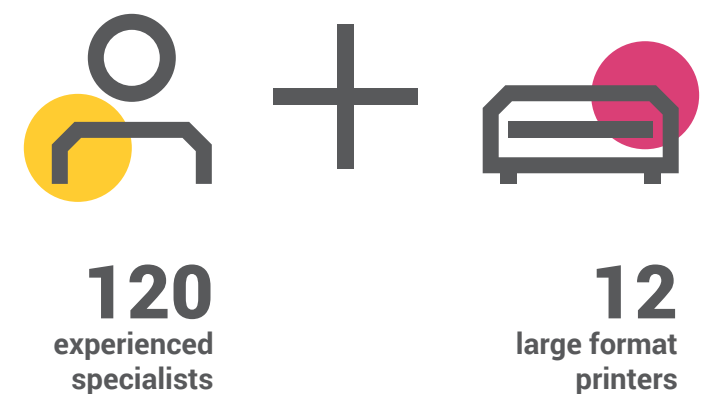
We create the world of communication

Communication changes the world like little else can. CITY can help you to communicate your message across the world. We live in a world of motion, where nothing is static and stakes for brands include the ability to navigate industry disruption, technology advances, market share and more. We know how to capture the kinetic energy that comes from a brand's story to create effective visual communication tools.



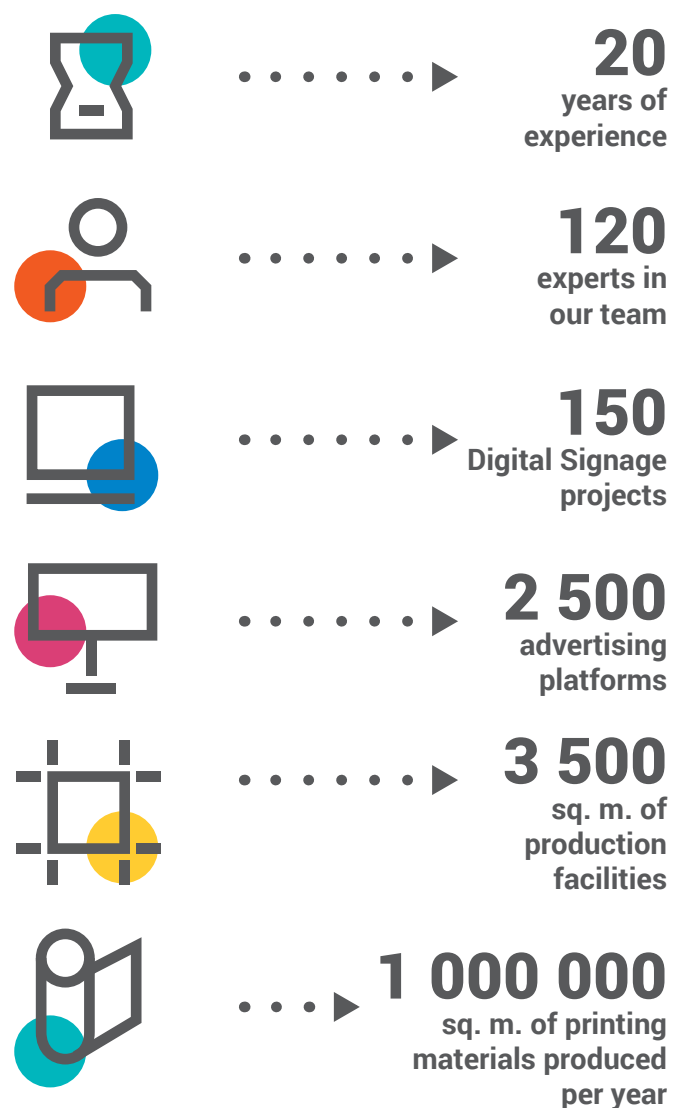
--- We are a team of specialists

We are a results-driven, creative team of specialists who thrive on delivering brilliant ideas. We have an in-house production line equipped with the most innovative high tech printers and machinery, we are able to streamline the creative process by retaining and controlling all stages of the service from the initial concept to the delivery and installation of the product.



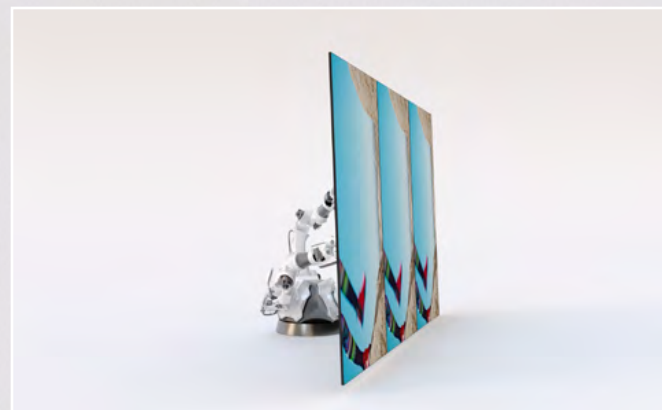
Our experience speaks volumes

Numbers speak volumes. We are a responsive company with over 20 years of specialist experience in various industries. Our creative team brings together years of experience and delivers cohesive cross-channel marketing campaigns for customers within a variety of business sectors. Whether it's campaigns or strategy, printed or digital we pride ourselves on providing the best client service and being easy to work with. We are trusted by our clients to listen and work through their challenges – by finding innovative and smart solutions that get results. We provide our clients with solutions and initiatives that exceed their expectations.

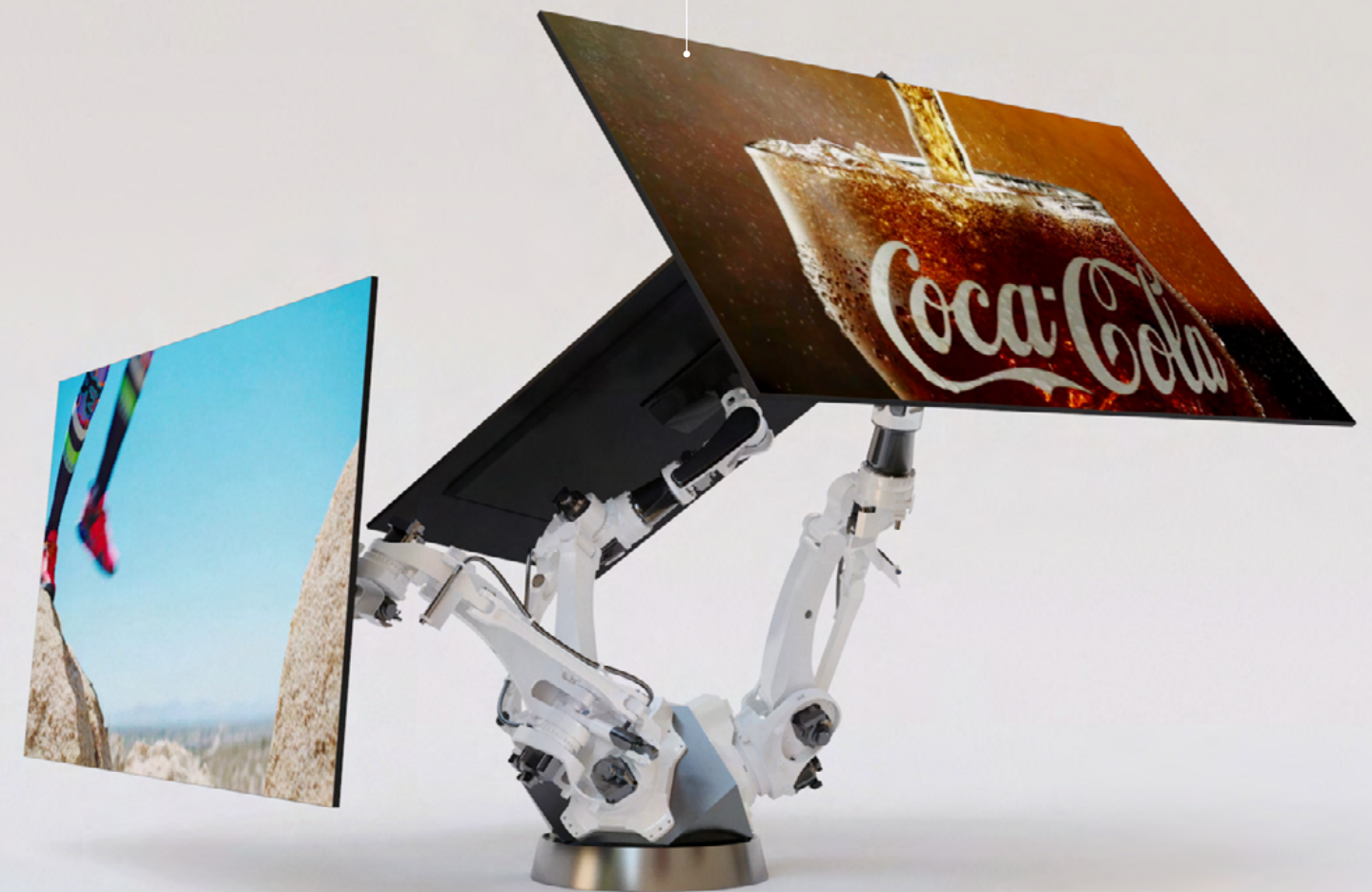


We focus on innovations

We are the pioneers of utilizing the latest tech trends in the visual communication industry. We know that the only way to get great results from digital marketing and execute a successful digital marketing strategy is to be aware of the latest technology and actively innovate by putting cutting-edge techniques into practice. At CITY, we incorporate these factors to create tools that not only boost sales, but also increase awareness of the brand, create trends and ensure our client satisfaction. We nurture and support creativity and the development of new ideas, products and processes.



Digital Signage
Prototype of innovative LED screens
mounted to Kawasaki robot's span



city



outdoor



instore



digital



print



expo

We are flexible and versatile

Outdoor, instore, digital, print, expo – these five areas are the key to our success. By working across many platforms, we have access to the best tools and products in the industry, thus allowing us to select any combination to suit our client's needs, by helping them to stand out and engage with more customers. From Digital Signage to outdoor banners or printed brochures, we will use our extensive experience to provide the best possible solution that will give our clients' an edge over their competitors. Satisfied customers are essential to our success.

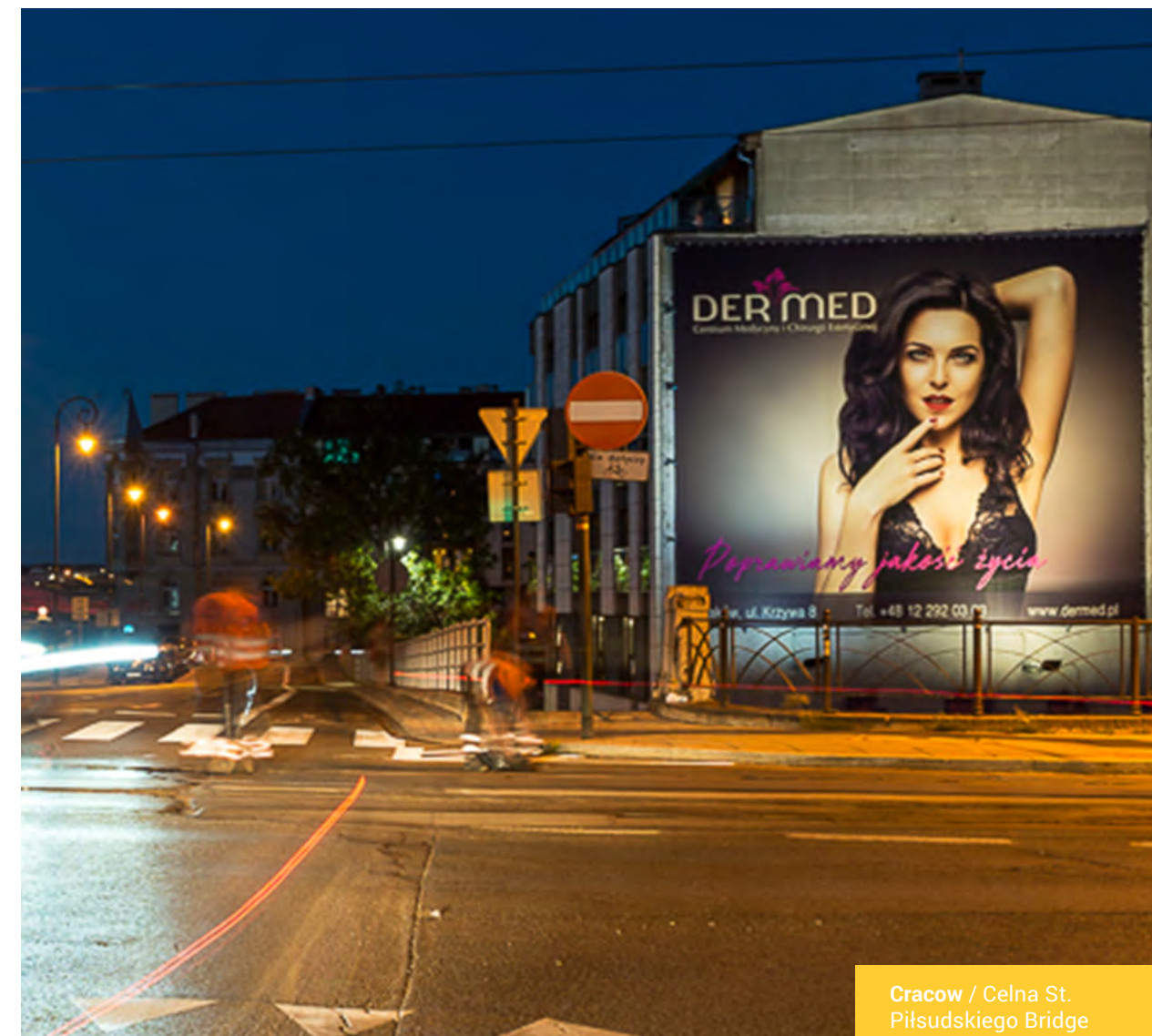


1 outdoor

Carefully selected locations, ergonomic space planning together with well thought-through graphics and images, guarantee a successful outdoor media campaign.



Cracow / M.Konopnickiej St.
Hotel Forum Building



Cracow / Celna St.
Piłsudskiego Bridge

We set the pulse of the city

Our outdoor campaigns form an important tool in the visual communication platform of the brand. Our products help people to interact and engage with brands when they are out and about. From billboards, through to digital screens we are proud to help businesses to target and reach their audiences everywhere. Great locations, positioned mainly near big city road hubs together with carefully planned spaces allow us to get the best exposure and guarantee success. We offer a wide range of outdoor communication platforms, from traditional billboards to large multi-formatted display spaces.

We also have a wide range of new technology LED screens, which have proven to be a great communication platform giving the advertiser a flexible and versatile way to communicate their messages to a large number of customers in a limited time and often in otherwise unreachable urban architecture.

16
LED screens
across few
cities

55
large format
advertising
media spaces

2500
billboards
across
many cities



Cracow / M. Konopnickiej St.
Hotel Forum Building

Large format advertising

We have a chain of remarkable large format display spaces. We offer prestigious locations, they are mainly in highly visible places and together with carefully planned spaces, they allow us to gain the best exposure and guarantee success. Each of our advertising campaigns makes an impact and defines the face of the city.



Cracow / Starowiślna St.
Kazimierz District



Zakopane / Ski resort



Cracow / Zakopianka Shopping Center

LED screens

Digital screens allow any business to effortlessly showcase their products, services or any other content, helping them to stand out and engage with a wider range of customers. LED screens provide the most flexible banner in the world – they are available in many formats that can be easily adapted to suit the client's needs. Our large format LED screens have been located in the busiest places in many cities. The dynamics of the presentation and the schedule of the content of the messages or images, managed remotely by our team, can be updated at any time, so the client is in control and can respond to any changes in the campaign swiftly.



Cracow / Podgórska St.
Kazimierz Shopping Mall



Branding of the city

Festivals, exhibitions, concerts or large festivities can produce an excellent opportunity to enhance a city's image, change its dynamics or create new directions. At CITY, we are the experts in outdoor campaigns in public spaces. We offer a wide range of products that help the advertiser to reach a wide range of customers in often limited urban spaces. From banners and stands to posters and flags, our portfolio includes projects that made both locals and tourists aware of the events happening in their city and have proven to be useful informative tools.





The 2017 Men's European Volleyball Championship

During the 2017 Men's European Volleyball Championship that took place in Cracow between August and September 2017 we prepared and distributed over 50 stands, communicating and providing directions to the busiest and most important places of the city together with providing useful information with details of the games, teams, stadiums and transport links. We installed over 200 emblems and flags. Our successful campaign made this sporting event even more unique.

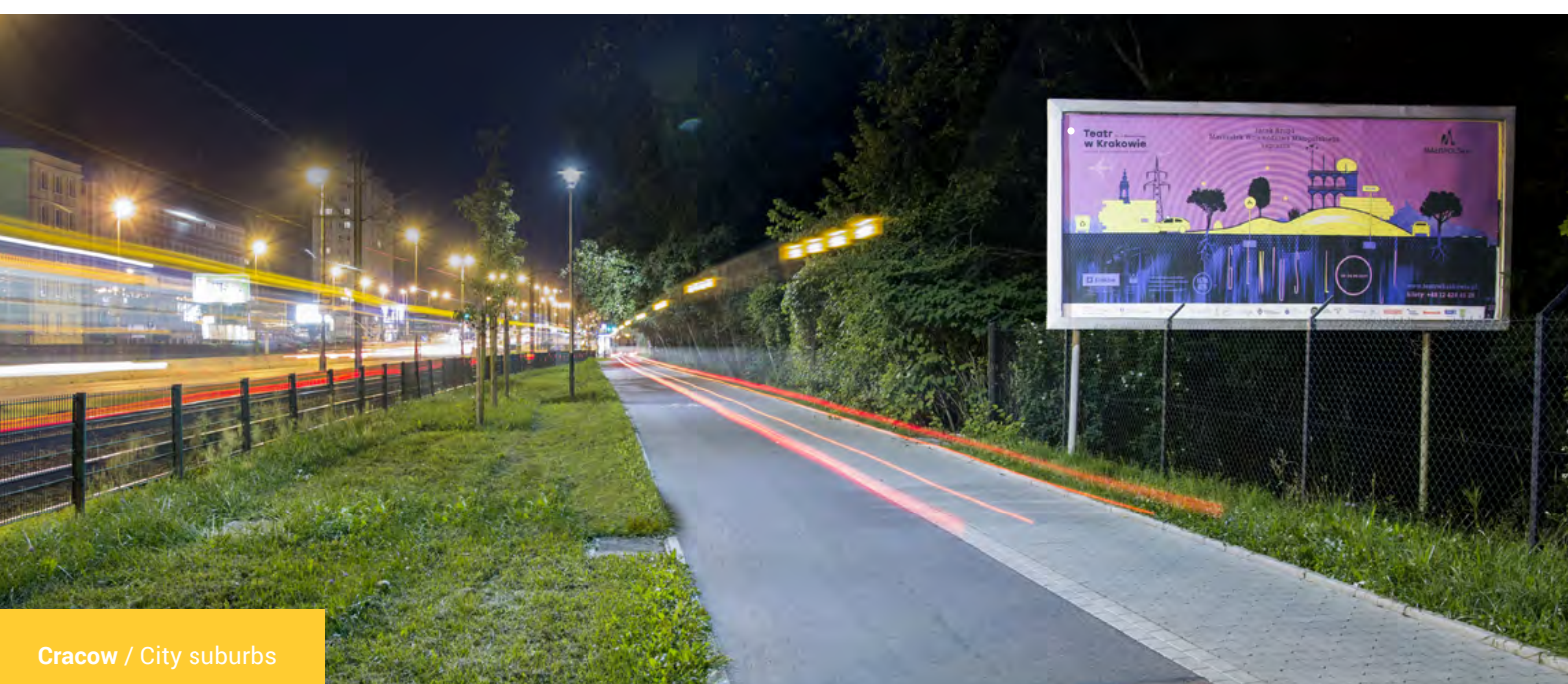




World Youth Day 2016

World Youth Day 2016 was an international Catholic event, which took place from 26 to 31 July 2016 in Cracow, Poland, organized by the Catholic Church. We prepared professional displays together with hundreds of stands that provided information about events or navigation information and directions around Cracow and the surrounding areas for this hugely anticipated event that gathered millions of young people from around the world. Lively bright colours were used in this campaign, and emphasized the festive and 'young' feel of the event.





Billboards

We have more than 2 500 billboards throughout Poland that give advertisers a platform to create stunning advertising, helping to build brands and drive sales through high-impact, large-format sites. Our panels range from 12 to 18 sq. m. and are located in key locations throughout Poland. Many of our panels are illuminated, highlighting campaigns 24 hours a day.



Directional boards

We offer systems of directional boards that provide directions to main city points, shopping centres, etc. Carefully selected locations allow signs to remain visible, whereas the long-lasting materials that the boards are made from provide durability, and make them unique and effective.





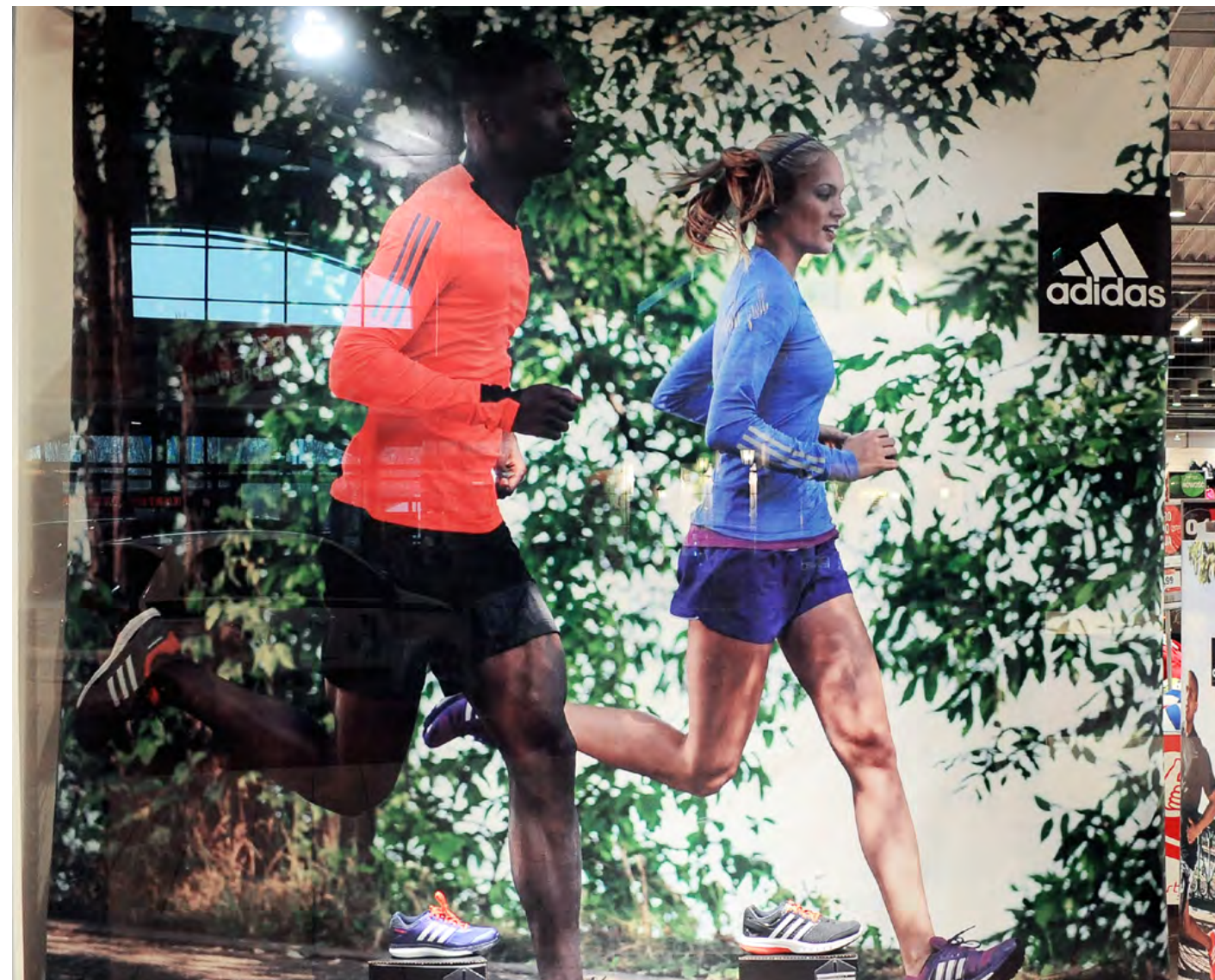
2 | instore

A shop window display provides the quintessence of emotions that entices customers and draws them inside.

outdoor • instore • digital • print • expo



Cracow / Krakowska Shopping Mall



Bielsko-Biala / Gemini Park

We create unique shop window displays

Window displays are often the first point of contact that potential customers will have with the business. The saying 'a picture is worth a thousand words' is never more valid than when the phrase is used to describe a window display. Our collaboration with advertisers, the highest quality materials and print together with eye-catching installations have helped many of our clients to draw more customers inside, increased awareness of their brand and boosted sales. Apart from the traditional shop window display products, we offer a wide range of other tools that enhance the point of sale (POS) and boosts sales.

Our company helps the client to find the perfect solution whilst planning their campaign, starting from choosing the optimal materials, technology, location and format through to the process of assembly and printing, to finish with the installation. Our in-house production line gives us a competitive advantage as we are able to provide shorter lead times and have direct control over any changes that may need to be made and hurdles in the design and production process. Our extensive knowledge of printing materials and the production process gives us an insight into the unlimited possibilities involved in trying out different innovative solutions.



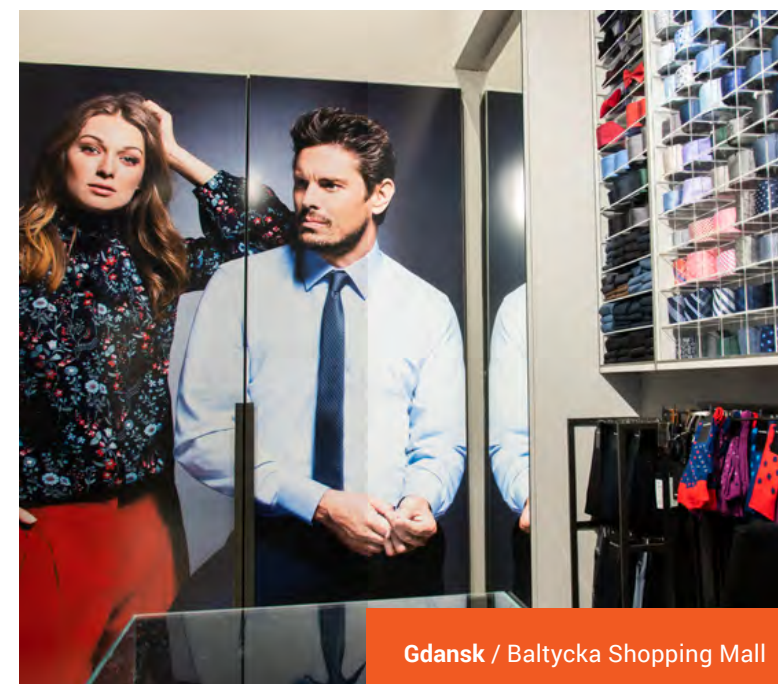
Gdansk / Bałtycka Shopping Mall



Cracow / Bonarka City Center

Shop window display arrangements

Arranging shop window displays is really the art of inspiring customers, stimulating their imagination and creating the need to experience what is inside the store. We are an expert in that field. Well-known brands that have an extensive network of shops, both in Poland and abroad, have been entrusting us with the creation of their shop window displays. Unique ideas, high quality materials and custom solutions are our hallmark.



Gdansk / Bałtycka Shopping Mall



Poznan / Posnania Shopping Mall



Warsaw/ Arkadia Shopping Mall



Cracow / Bonarka City Center



Warsaw / Arkadia Shopping Mall

From concept to implementation

We provide full service support for shop window displays. While creating a new project, we listen to the needs of our customers and carefully recognize their expectations and goals. We always start with a concept that is then followed by a visualization and prototype. Then we look for suitable printing materials as well as optimal mounting solutions. Finally, we start to implement a model window display and duplicate it at many points of sale.



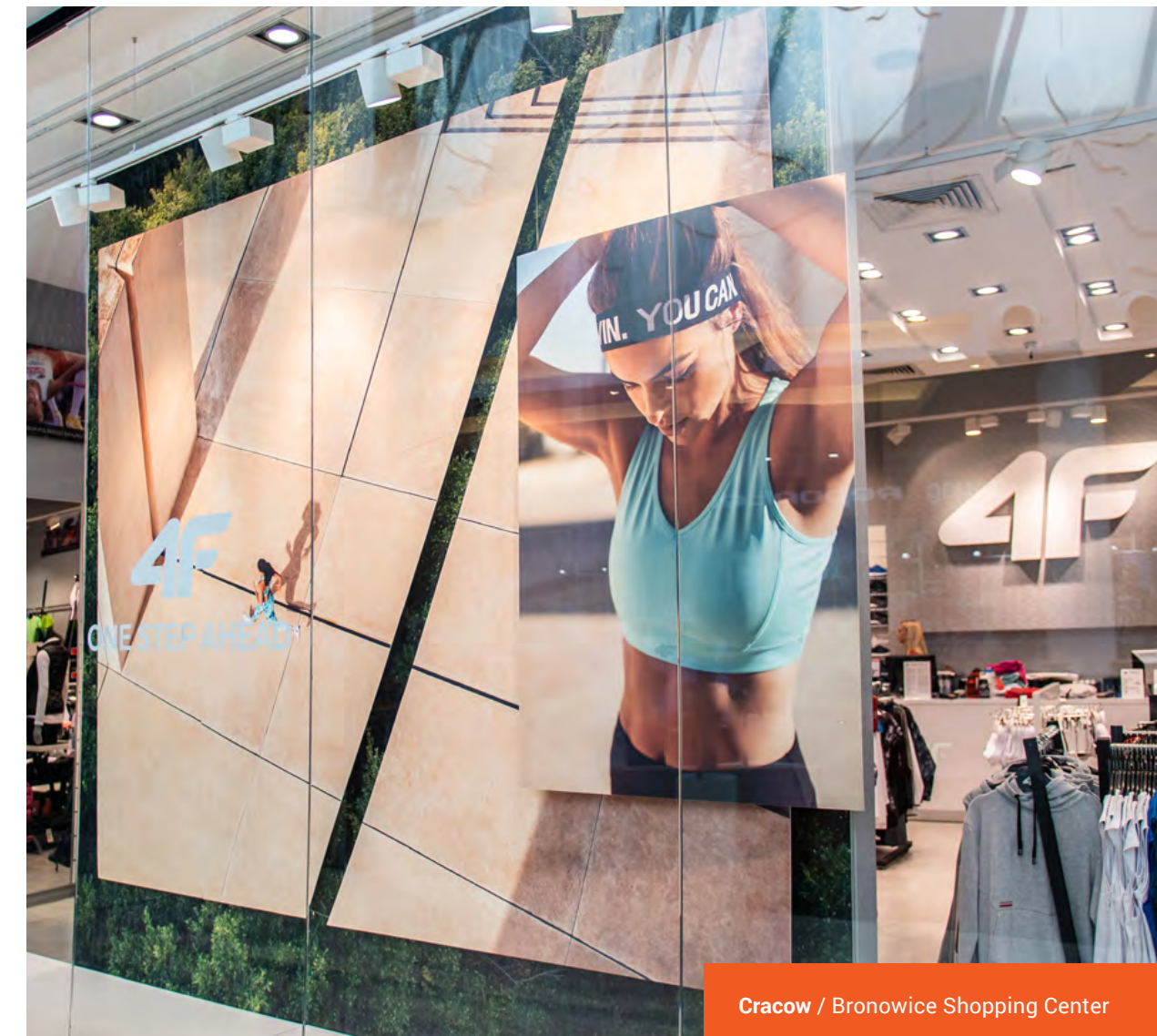
Bydgoszcz / Zielone Arkady Shopping Mall



Gdansk / Bałtycka Shopping Mall



Wrocław / Magnolia Park



Cracow / Bronowice Shopping Center



Cracow / Serenada Shopping Mall

Innovative solutions

An excellent knowledge of printing materials and technologies, as well as access to our in-house production facilities, gives us unlimited possibilities of creation. A combination of different materials, rigid and roll, flat and spatial, produces stunning results at optimal production costs. We intrigue the clients with both the skillful use of depth and the optical illusion of motion.



Cracow / Factory Outlet



Warsaw / Franciszka Klimczaka St.

Shop interiors

We offer products for shop interiors that help to communicate the brand and increase sales. Displays that increase sales are with us at every step. We manufacture light up display boxes, stands, totems that help to bring awareness to the brand and arrange the shop floor. We aim to provide high quality installations, assist with space planning and create a pleasant shopping experience.



Gliwice / Arena Shopping Mall



Cracow / Factory Outlet



Warsaw / Franciszka Klimczaka St.

Points of sale (POS)

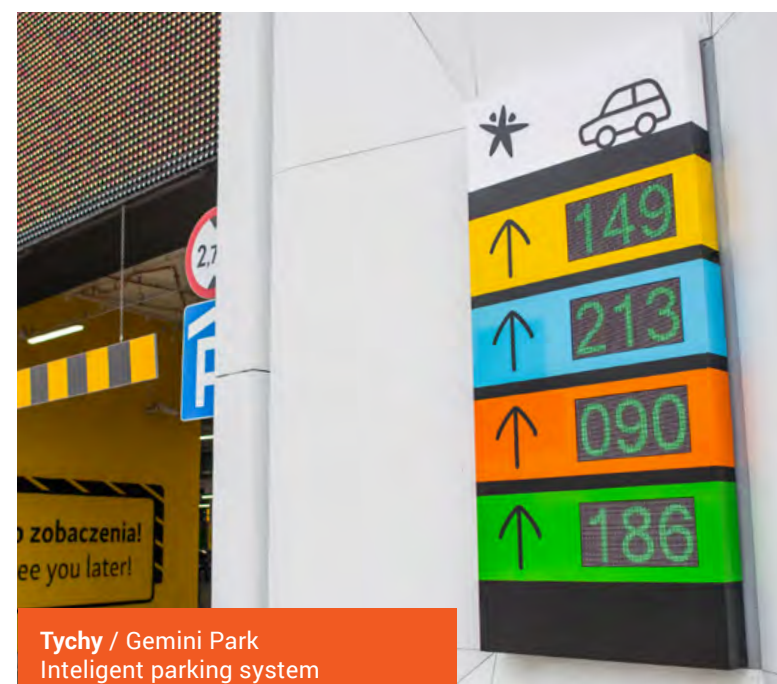
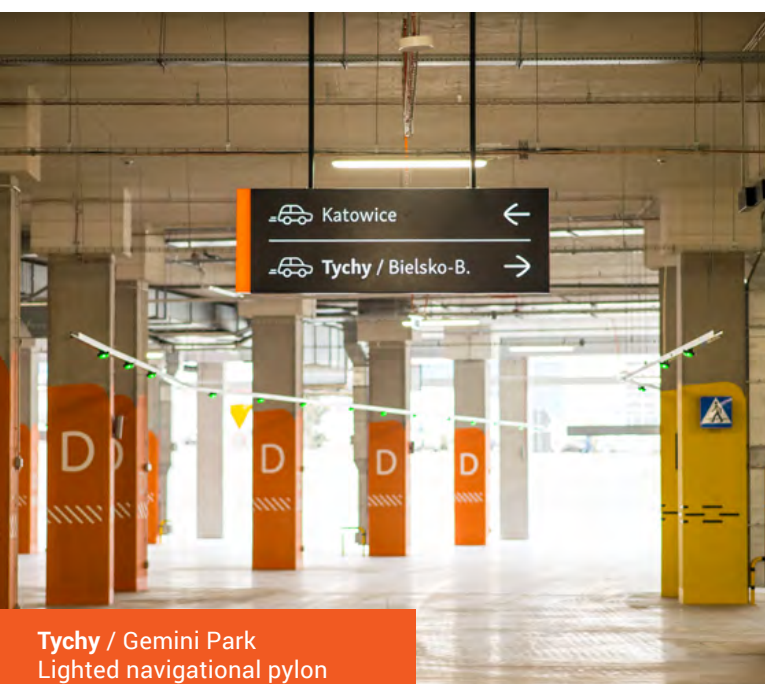
We develop and manufacture attractive POS tools, helping brands to create a better shopping experience for their customers and increase sales. By utilizing our extensive experience and broad range of materials available together with our in-house production line, we are able to find solutions for every business. We produce an array of marketing stands, promotional stands and displays as well as large-size displays mounted at points of sale.



Tychy / Gemini Park
Markings for shopping malls



Tychy / Gemini Park
Wall-mounted advertisement kiosks



— Marking systems

Marking of huge commercial facilities is reflected in safety and comfort of clients and therefore, in the increased number of clients as well as in sales growth. We offer, within this scope, comprehensive actions – starting from the identification of a given space through project of marking to implementation and installation of all ordered elements. We produce by ourselves standalone and wall-mounted multimedia kiosks, lighted pylons, direction boards, semaphore boards as well as large-format printouts on various types of foils.

Tychy / Gemini Park
Intelligent parking system



Installation of large-format LED screens
in the most modern shopping mall in Poland
- screen surface: 36 sq. m.
- screen resolution: Full HD
- integration with video cameras system



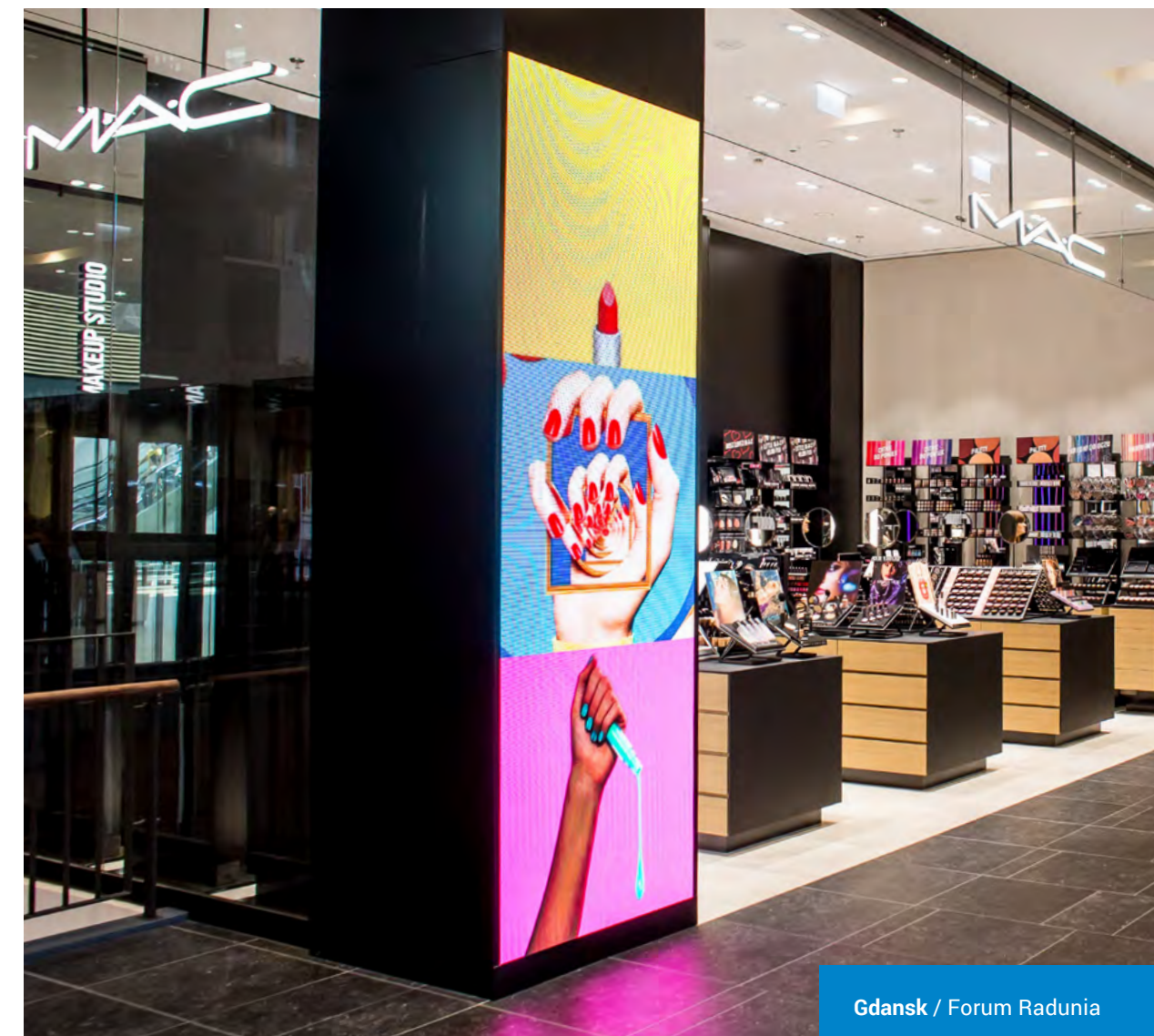
3 | digital

Advanced digital solutions change the way information is communicated to customers, the dynamics of the sales proces and creation of new ways of interacting with customers.

outdoor • instore • digital • print • expo



Warsaw / Złote Tarasy Shopping Mall



Gdansk / Forum Radunia

Visual communication invented a new

The world around us is changing rapidly. The traditional form of communication in advertising does not seem to keep up with the needs of today's world. It does not seem to be as effective as digital communication as it needs to change as often as the millions of images we are exposed to on a daily basis. Perhaps the biggest failing of traditional signage is that it is static, it only shows one thing, and so it quickly loses its impact. This is not the case with Digital Signage, which can show video and regular social media updates. It is easy to change the content of the LED or LCD displays, it offers the required flexibility to keep information up to date and enables the targeting of potential customers according to the time of day or season.



Wroclaw / Wroclavia Shopping Mall



Bratysława / Aupark



Warsaw / Polnocna Shopping Mall

Digital Signage

We offer the latest solutions within the Digital Signage. We are the pioneers in introducing easy to change LED or LCD display content, which offers the flexibility to keep information up to date and enables the targeting of potential customers according to the time of day or season. Our products can be used as marketing, sales and communicating tools. The perception or view of a brand image is imperative and new technologies give our clients the opportunity to raise awareness of their products in a rapid manner. Retail Digital Signage will give your brand the edge over the competition and increase company revenue. We undertake even the most challenging projects with passion, determination and diligence.



Cracow / Krakowska Shopping Mall



Digital shop displays

Since window displays are often the first point of contact that your potential customers will have with your business, they are crucial. Whether it is on the high street or in the shopping mall, Digital Signage is increasingly replacing traditional print signage. By choosing a digital display over traditional signage, our clients are able to respond quickly to feedback and requests. Businesses can change their offers, deals and prices as often as they like. These updates can be made using a remote device like a laptop, tablet or even smartphone.





Cracow / Zawila St.
Mercedes-Benz Dealer



Cracow / Armii Krajowej St.
Mercedes-Benz Dealer

Space planning

We install the LED screens in various shopping areas. The new state of the art mediums not only send a message but also often provide an additional platform in the sales process by defining the shop space and making it more modern and prestigious. Unlimited possibilities associated with the context of the information shown digitally often allow customers to see more than just, what is available on the shop floor.



Multimedia kiosks

We pride ourselves in manufacturing multimedia kiosks. We are able to design and manufacture them in any shape or format, depending on the needs and requirements of our client. In our work, we look for the most innovative solutions and designs. Our team of acclaimed designers and specialists together with our construction team make kiosks that are bespoke and unique. Depending on individual business needs, the kiosks may have various functions from providing information to navigation or selling.





Lift and learn technology
Ceramic Tiles Visual Kiosk



Tarnow / Komfort lazienki
Ceramic Tiles Visual Kiosk



Sales tools

Multimedia kiosks are tools that aim to help in the sales process. Custom multimedia solutions are suitable for many kinds of business activities, from stores to travel agents, large shopping or sport centres. The kiosks that we build and manufacture fit perfectly, for example, in shops that have a limited space and cannot keep all their collections in-store. These ergonomic, elegant kiosks allow our clients to show their customers the products that cannot be physically displayed in the place of sale. These types of tools provide additional information on the spot and proved to help the customer and shorten the buying process.



Tbilisi / Tbilisi Shopping Center
Navigation Multimedia Kiosk



Tbilisi / Tbilisi Shopping Center
Information point with touch screens

Strengthening communication

We manufacture kiosks that provide information and navigation. Modern equipment made from the best materials, make the best use of many areas of everyday life. These platforms allow users to have immediate access to information, or be easily navigated around complex areas and increase the level of interaction between the business and the client.



Poznan / Avenida Shopping Center



Cracow / Zakopianka Shopping Center



Cracow / Factory Outlet



Zielona Gora / Focus Mall

Lotteries and loyalty programmes

Multimedia kiosks are tools that may be used in many post sales processes. Many retailers use these to create their own lotteries or increasingly popular loyalty programmes. We provide a full range of services associated with these types of marketing tools, from planning and creating the event to directing its theme, format, prizes, terms and conditions, legal services etc.



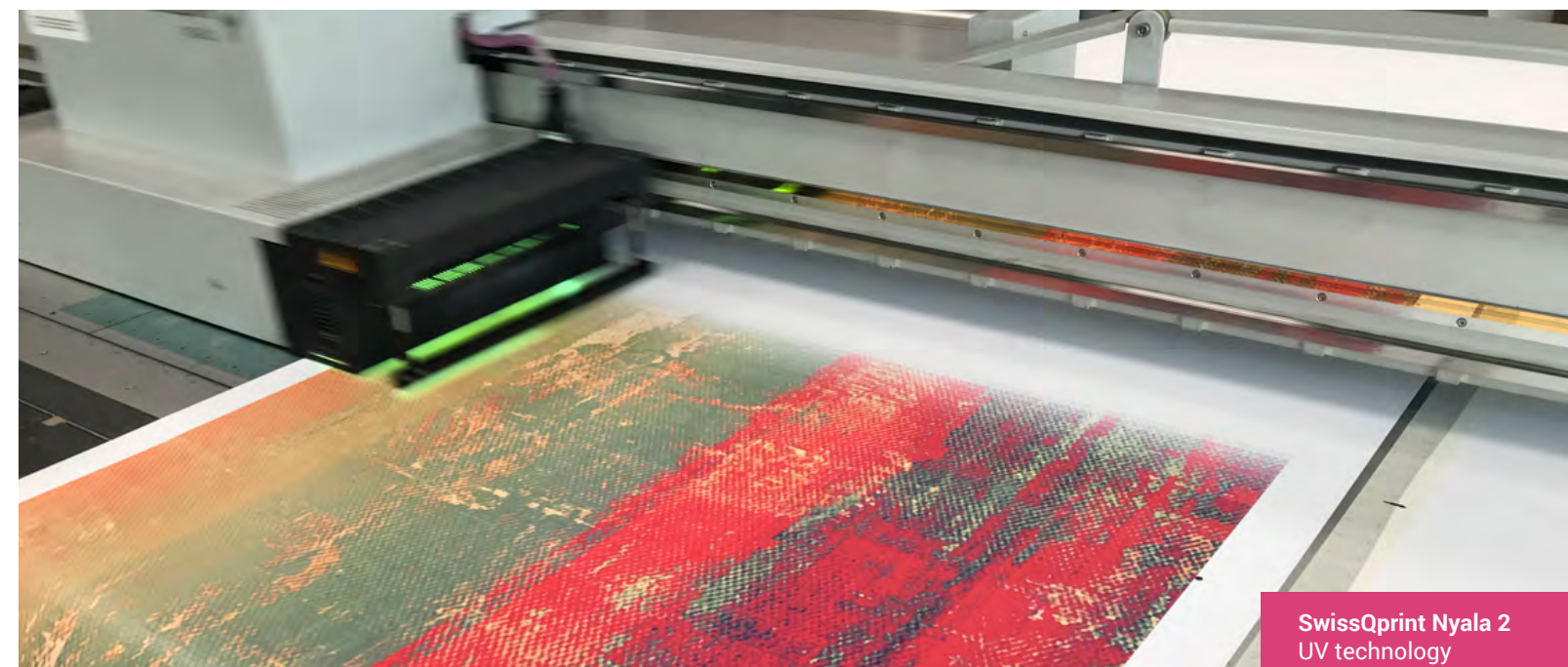
4 | print

Large multi-formatted print has great potential that stimulates both the mind and the imagination, and intrigues and draws in the customer's attention.



Large format printing

Large multi-formatted print is a basic tool in visual communication. In a world that projects millions of images, large multi-formatted print has the biggest impact. A cleverly designed poster, banner or display sheet that fits perfectly in the environment, makes an impact, stimulates the imagination and portrays an image stays in the mind of the customer for a long time. Many spaces cannot be imagined without large format printing, which organizes the interior, exposes the offer and facilitates navigation. Large format printing presents unlimited possibilities for creating a message on a variety of surfaces and materials.





Banner welding



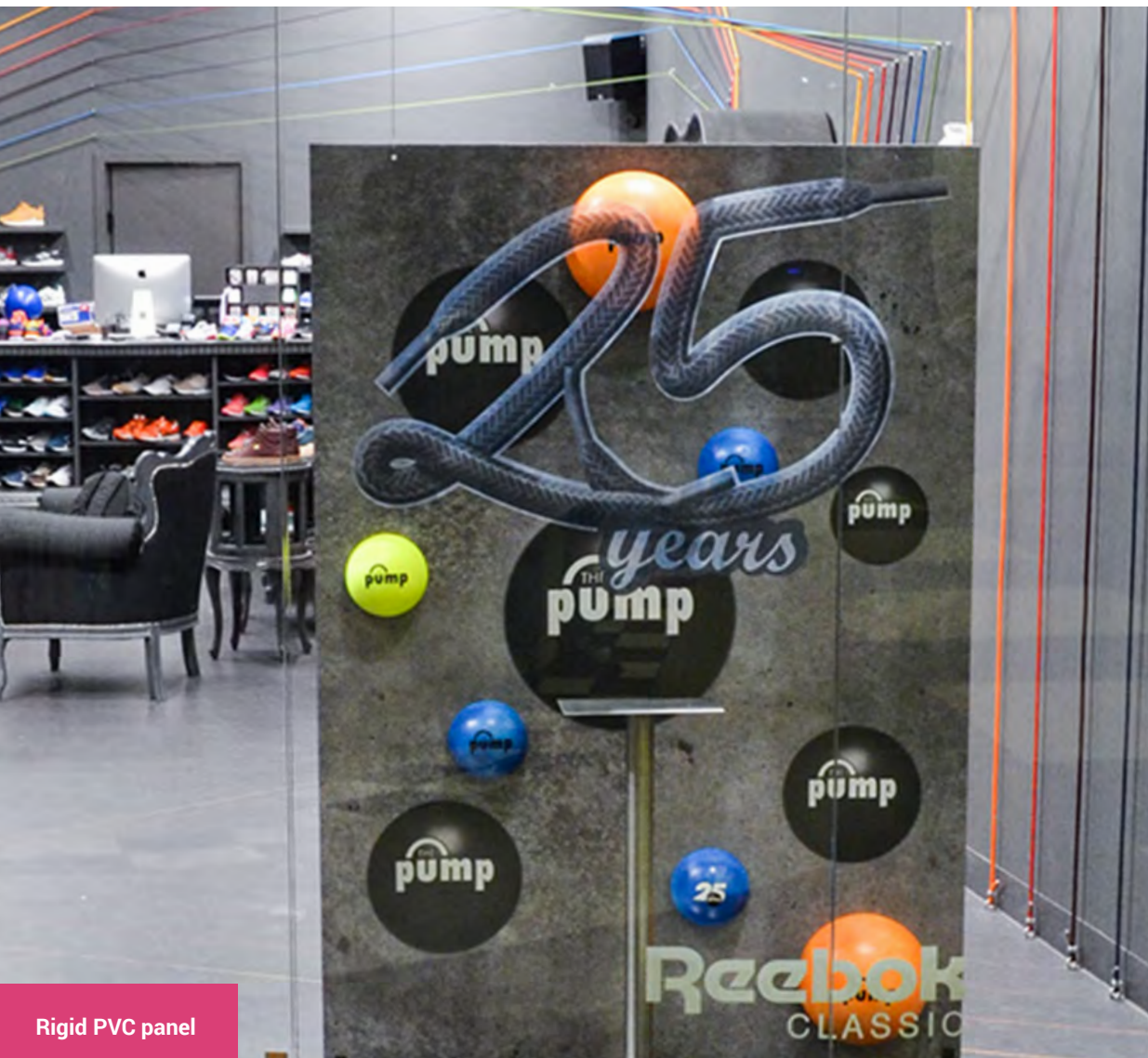
Digital cutting

Wide range of possibilities

We have an in-house production line and facilities, equipped with some of the best high-tech printing machines in Europe, which enables us to design and print state of the art billboards, with pin-sharp images and contextual advertising for brands. From sheeted and roller printing machines to die cutting machines, to printing and cutting plotters, we are able to print on a wide range of materials whilst retaining the highest quality of print. Completed projects include printing on professional photographic paper and poster boards, including roll media and high quality cut sheet output, fabric, mesh but also cardboard, synthetics, wood and ceramic.



Sewing machine for keder



Rigid PVC panel



Rigid foam board



HIPS sheet

Rigid materials

We own one of the most advanced high tech plotters in Europe. We are able to produce high quality print with pin-sharp images and contextual advertising. We are able to print on a wide range of materials in an extensive range of formats, colours and surfaces. We print on a variety of synthetic materials commonly used for the production of shop displays, signboards, racks, advertising coffers, as well as interior fittings and exhibition stands.



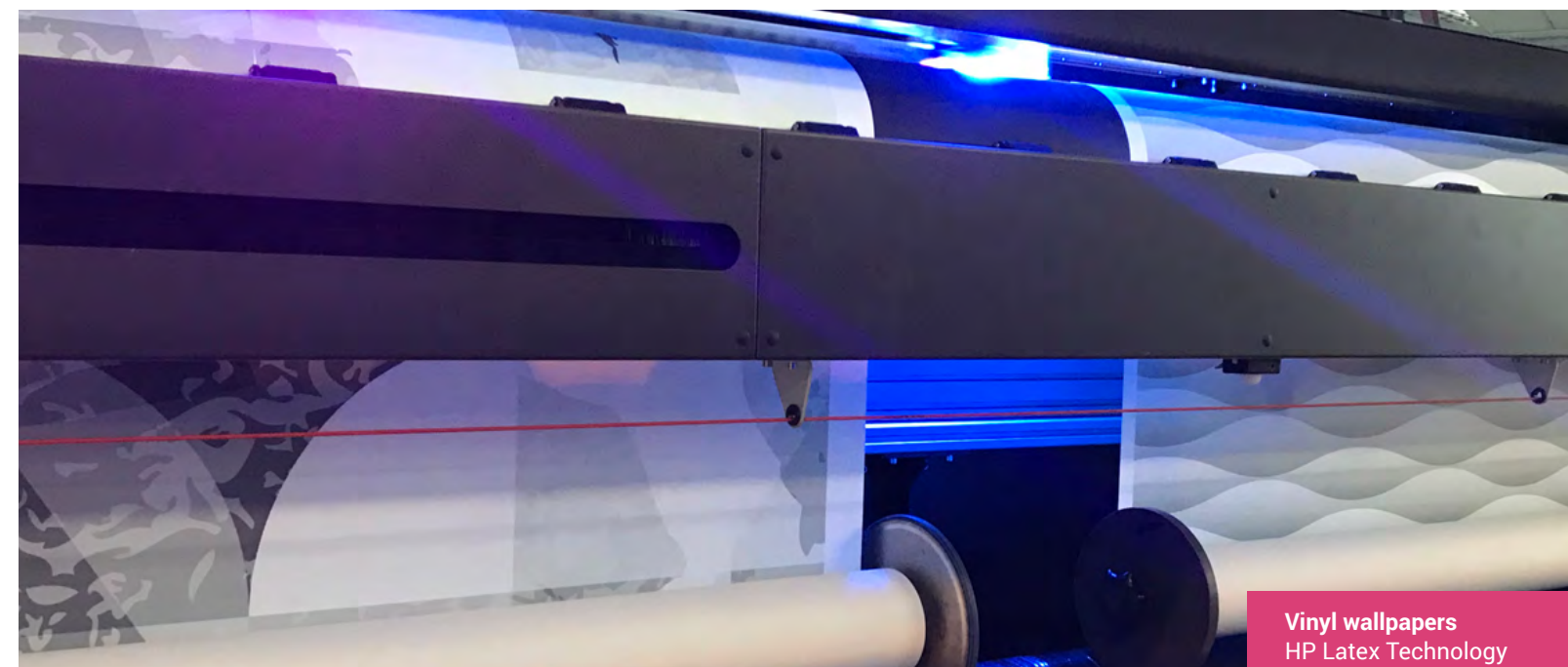
Lighting material
Terra Light



Coated banner
Frontlit

Flexible materials

Our company offers a number of different and unusual printing materials used widely in the interior design and decoration industry. With our vast experience and quality of modern equipment, we are able to offer rolled print on fabrics, synthetics, foils and canvas. For advertising campaigns, we realize large format prints on synthetic mesh and billboard paper. We are constantly looking for inspiration in the field of non-standard materials as well as innovative printing technologies.



Vinyl wallpapers
HP Latex Technology



5 | expo

Design and trade show stands fitting
using *Digital Signage* solutions.



Architektura & Biznes
Cracow Design & Decoration Fair 2018

Individual projects

At the beginning of the process of construction of exhibition space we conduct an in-depth analysis of the brand market situation: brand's offer, scale of activity, competition as well as needs and trends in a given segment. After having acquired such information, we start a stage of creating exhibition space. According to us, it is brand, not the form, which is the most important value that determines the final effect, i.e. economic success of a brand.



Norpol Yachting
Project concept

We draw inspiration from the Bauhaus school in which function determines the form, whereas a message and communication of the brand constitute a superior issue. When constructing proprietary stands we employ the latest technological developments concerning multimedia communication. Moreover, we offer designs of stands on the basis of ready-made sets of modes. Inimitable design, attention to details and appropriately chosen light are available in compliance with short deadlines for implementation.



Advanced technologies

It is hard to imagine contemporary communication without technologically advanced devices. Nowadays, large-format modular LED screens of different shapes, interactive multimedia kiosks, directional sounding as well as elements of robotics and content which is modified in real time have become an integral element of stands. In our designs Digital Signage solutions acquire importance of crucial elements which shape architectural space of exhibition.



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