

Press release

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Linstow Center Management Shopping Centres First in Latvia to Implement iBeacon Game in Shopping Centres

Linstow Center Management (LCM), operator of five Galactico shopping centres (Alfa, Mols, Dole, Origo and Galerija Centrs) was first in Latvia that introduced innovative *iBeacon* technology making shopping even more entertaining.

iBeacon technology has been successfully introduced in interactive smartphone app in *Galactico* shopping centres, and its users participated in an in-store activity, an orienteering game. This is the first case in Latvia when a technology highly appreciated in the world is used as convenient navigation, marketing and entertainment tool.

During the middle season sales campaign *Galactico* KOLOSĀLE, every customer was invited to participate in the orienteering game in any of the five *Galactico* shopping centres. Participants downloaded the app and could find the beacons placed all over the shopping centres. Most interest was demonstrated by the customers of *Galerija Centrs* and *Origo* Shopping Centres.

“Use of innovative and interactive technologies in shopping centres is a worldwide trend, and in Latvia we also work to introduce the best of solutions found to make shopping experience of our customers more pleasant, convenient and rewarding. Use of *iBeacon* technology in the form of a game was a unique event in the shopping centres in Latvia and already on the first occasion it was very well received and provided a positive feedback. Follow-up of the game is to be expected soon,” says Evija Majevska, Commercial Director of Shopping Centres, SIA *Linstow Center Management*.

iBeacon is an innovative *Bluetooth 4.0 Low Energy* technology using compatible low energy transmitters that interact with smartphones of users. These compact *Bluetooth* devices can broadcast from some centimetres to 70 metres and determine the distance between the user and the *iBeacon* device. *iBeacon* technology allows the user of smartphone get the location on a local scale and obtain relevant information based on that.

SIA Linstow Center Management, the Galactico shopping centre developer (Alfa, Galerija Centrs, Mols, Dole and Origo Shopping Centres) and real estate operator, has already been operating in Latvia for 18 years. Total floor space of shopping centres managed by LCM in Latvia amounts to 230,000 m² and 329,000 m² in all Baltic countries (LCM is also the operator of Ülemiste, the largest shopping centre in Estonia).

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