

Press release

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***Galactico* Shopping Centres First in Latvia to Offer New Shopping Experience, Orienteering Game in Shopping Centres**

Having developed application KOLOSĀLE for smartphones, five *Galactico* shopping centres, *Alfa*, *Origo*, *Galerija Centrs*, *Mols* and *Dole*, operated by *Linstow Center Management*, were first in Latvia that introduced new shopping experience with features of game. The first who tried out this app were socialites and fashion experts, but starting from 4 November every person who is interested may download the application and participate in the shopping game with orienteering features.

“*Linstow Center Management* as an experienced and innovative leader of shopping centre industry in the Baltic was the first that presented iBeacon technology in Latvia this May and offered the customers of the *Galactico* shopping centres a possibility to learn of versatile services provided in the *Galactico* shopping centres using the KOLOSĀLE app. Positive feedback from customers regarding the KOLOSĀLE game is the best proof that new technologies are an excellent aid not only at work, transport and communications, but also an innovative way how to make shopping an exciting and exploratory experience. Smartphone users are invited to download the KOLOSĀLE app and enjoy a new shopping experience, participating in an orienteering game in the *Galactico* shopping centres,” says Evija Majevska, Commercial Director of Shopping Centres, *Linstow Center Management*.

Fashion designer Dāvids, singer Aminata, fashion blogger Alina Keller, model and TV producer Lelde Lietaviete, actors Andris Bulis and Evija Skulte, who were among the first to have tried out the application in *Galerija Centrs*, admitted that the KOLOSĀLE app allowed to learn the topical special offers and discounts available in shops and service providers in a convenient and entertaining way. Before that, the app was already tested and admitted as successful and functional also by leading Latvia's IT bloggers and journalists.

“*Galerija Centrs* has been in vogue ever since 1938, and therefore this is an ideal place for combining shopping, fashion and latest technological potential, all in a new quality. This why I am truly happy that Latvian fashionistas were the first to get acquainted with the KOLOSĀLE app. The result: shopping can be enjoyed as a game for the first time and everybody is a winner,” says Zita Siliņa, manager of *Galerija Centrs*.

Orienteering games using the new *Galactico* app are held during mid-season sales; on 4 November, all who are interested are welcome at *Origo* Shopping Centre, on 5 November – at *Dole* Shopping Centre, on 6 November – at *Galerija Centrs* Shopping Centre, on 7 November – at *Alfa* Retail Park and on 8 November – at *Mols* Shopping Centre.

Galactico app was created using the innovative *iBeacon* technology, and this is the first time in Latvia when a technology highly appreciated in the world is used as convenient navigation, marketing and entertainment tool. KOLOSĀLE app can be used by *Android* and *iOS* smart



devices. When the app is downloaded and *Bluetooth* is switched on, the users receive instructions how to find location points of the orienteering game.

iBeacon technology used in the form of a game in shopping centres in Latvia is an unprecedented event and has been warmly welcomed when tested by diverse audiences. Fashion experts characterised the game as shopping with pizzazz that is of help in finding best offers while playing the game. Technology experts, in their turn, highly appreciated quality and precision of application functionality.

SLA Linstow Center Management, the Galactico shopping centre developer (Alfa, Galerija Centrs, Origo, Mols and Dole Shopping Centres) and real estate operator, has already been operating in Latvia for 19 years. Total floor space of shopping centres managed by LCM in Latvia exceeds 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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