



Tri-de is a Bulgarian company specializing in the development, installation and management of digital signage networks in retail environments. Currently it has 12 people staff. Since April 2009 Tri-de is a member of the Digital Spaces Living Lab, Sofia, which is a member of the European Network of Living Labs (ENOLL).

Research and development expertise: creative digital signage solution, content creation, 3D screens, 3D content creation

Industrial expertise: Completed projects with KFC, Dunkin Donuts and Burger King – digital menus, installed in fast-food restaurants; integration of unique 3D Screens in public area

Products: Owner of the digital signage network in City Center Sofia – 23 42” HD screens – 14 screens in the main area of the mall (key locations), 9 screens – video wall in front of Cineplex movie theater

Location – City Center Sofia (Arsenalski Blvd.)

- considered to be the most popular shopping center (mall) in the heart of Sofia
- over 22 000 visitors per day – till 28 000 visitors in peak days/hours
- Most frequently visited social gathering place in Sofia
- Over 80 world brands presented; 84 stores, 8 fast-food restaurants, 4 bars and several coffee shops, movie theater with 7 halls, pharmacy, 2 banks, 3 mobile providers, Technomarket, Picadilli

- Services:**
- Planning and designing of digital signage systems
 - Construction of Digital Signage systems
 - Delivery and installation of Hardware and Software components
 - Technical maintenance
 - System management and operation
 - Creative services
 - Production and adaptation of content
 - Strategic consulting for efficient usage of the digital signage media

Innovation: For the first time in Central and Eastern Europe the unique 3D screen Phillips WOW vx was introduced and integrated in Tri-De’s digital signage network in City Center Sofia

Major clients and projects:

2Be
Burger King
Alfa Romeo
Apple
Diageo Bulgaria
Chervilo
Dunkin Donuts
Edno Events
FCUK
Festa Holding
Fiat
Fontana

Fix Mix
Investbank
KFC
Lee Cooper
Leonardo Shoes
Max Mara
Offroad magazine
Ohlala magazine
Oviesse
Phillips
Prestige
Planet

Pulsar
Rowenta
Samsung
Scalvoloni
Skiny
Sparta
Technomarket
Tri O Five
Vertu
Vivatel
Woman Secret
Whirlpool

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